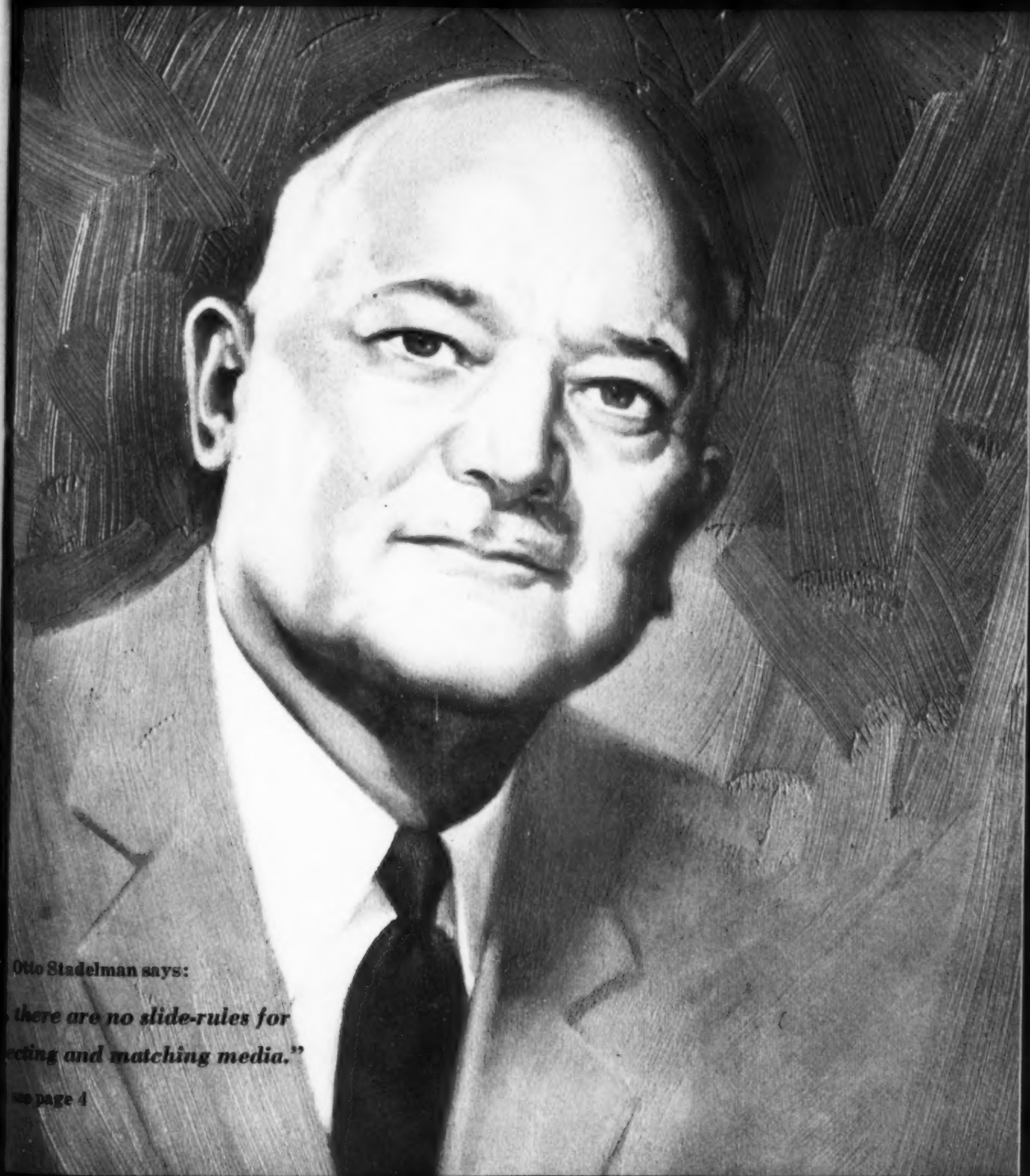


*Media*scope

May-June, 1957

published by Standard Rate and Data Service, Inc.



Otto Stadelman says:

*there are no slide-rules for
selecting and matching media."*

see page 4



from the
publisher's
note book

An industry whose total expenditures in all forms of advertising media alone reached the round-figure dollar volume of 10 billions annually is one whose practices must set the highest standards of business conduct and ethics as an example to others. Nowhere in industry or the professions do we find a greater awareness of the need for exemplary management in the application of methods and procedures which characterize and manifest the highest expression of the dynamics of our economic system. It is in the very nature of the business that this should be so.

In the course of its advancement, many self-regulating organizations have sprung up each with the purpose of contributing some worthy service to the cause of advertising as a means of increasing its effectiveness and speeding its progress toward social and economic objectives of intelligent well being.

There are in the United States today some seventy odd organizations and associations which are in some way devoted to the interests of advertising and related industries. These organizations were founded for purposes of constructive business progress: 1) to promote and achieve worthy goals; 2) to elevate the practice of advertising to an ever higher plane; 3) to improve the effectiveness of advertising; 4) to encourage a steadily growing number of manufacturers and service organizations to adapt the great power of advertising to their sales programs; 5) to discourage and condemn malpractice in any form.

The obvious fact is that any business adopting such a platform and operating within the framework of such principles and codes of ethics must include in its ranks dedicated men and women whose energies and abilities cannot fail to impress the business community on performance.

It follows also that the steadily rising appropriations, from established advertisers and those who are joining the ranks from year to year to account for the projected dollar total of 15 billions by the year 1965, are attributable in large measure to the fact that advertising proudly includes among its practitioners men and women ranking at the very top in business acumen, creative ability and a caliber of personal integrity unsurpassed in any field.

Top management and the creative side of advertising will adequately meet the challenge of the future. Our particular interest being centered in media buying and market selection, we may ask: "How will this vastly increased expenditure of 50 percent for space, time, direct mail, outdoor and miscellaneous advertising affect those charged with the responsibility for spending it wisely?"

What are the implied opportunities for those presently engaged in this area? Does this projected growth offer a challenge to prepare for the greater responsibilities that lie ahead? Does it not, in fact, provoke the imagination of those employed in this phase of advertising

(continued on inside back cover)

Media scope

serving the media buying function

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EDITORIAL STAFF

Thomas E. Devine.....Managing Editor
John F. Klatt.....Media Consultant
Dr. H. P. Alspaugh.....Marketing Consultant
Harry J. Johnson.....Research Consultant
Sylvia Sallen.....Editorial Assistant
Lincoln W. Mott.....Art Director

COVER: The oil portrait of Mr. Stadelman is by the noted artist Merlan Enabnit of Chicago

EDITORIAL OFFICES

1740 Ridge Ave., Evanston, Ill.
Hollycourt 5-2400

10 Lexington Ave.,
New York 17, N. Y.
Murray Hill 9-6620

EXECUTIVE OFFICERS

Walter E. Botthof
Publisher and Chairman of the Board

Laury Botthof
President

Bert W. Moon
Executive Vice-President

L. Botthof
Secretary

Frank J. Coltham
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Editor

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Edward F. Kroeger
Circulation Manager

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...I thoroughly enjoyed reading the article, "Cost-Per-Thousand Dilemma," by Dr. Lucas, and I want to thank you for publishing it. If I may enter a request for future articles, I would much appreciate reading anything you see fit to publish on Motivation Research.

Alfred S. Lowrey
Waghorne & Associates
San Antonio, Texas

...I am personally gratified that you have taken the forward step in the creation of a most interesting publication directed to this field. I am looking forward to receiving your next issue and hope you will see fit to publish this magazine for many years to come.

Harold Blatt
Space Buyer
Ellington & Co., Inc.
New York, N.Y.

...We are enjoying your new publication *Media/scope* and find it very enlightening. In future issues, we would like to see an article on space and time buying written by someone from a small or medium sized agency (under \$500 thousand billing). We are particularly concerned with the establishment of good research files on media and the intelligent interpretation of listenership ratings for radio and TV.

M. S. Fromstein
Fromstein & Levy
Milwaukee, Wis.

Thanks for the suggestion. We plan to act on it.

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A. C. Nielsen, Jr.
Executive Vice-President
A. C. Nielsen Co.
Chicago, Ill.

...Consensus here is that *Media/scope* is a fresh digest, extremely informative and exceptionally well done. We will gladly contribute to you any solutions to problems which we feel would be helpful in the field.

P. W. Price
P. W. Price Advertising
Erie, Pa.

... You have launched a publication that will not only fill a need but is going to make a substantial contribution to media buying prestige and knowledge. In spite of the considerable number of trade publications devoted to various facets of the relatively small advertising business, none of them have really concerned themselves with media buying and its problems. But they have been just reflecting long-time thinking that the "creative" end of the business is the most important and all others trail behind.

But the needs of today's advertisers have changed all that. The larger number of media available, the new complexities involved in their use, the rising dollar cost of all media which precludes across-the-board buying by even the largest business firms, have thrust media buying and media people into the forefront. Today's media man is a well trained marketing expert who carefully chooses the battle fields upon which he sends into combat the creative, sales producing shells his organization has manufactured.

His ability to select targets, saturate the market and gain dominance of an area or a medium can spell victory or defeat. The best creative idea will fail if not exposed to the right audience often enough.

As we progress further along into this competitive business economy, the marketing battles bid fair to become fiercer, the media dollar expenditure higher and the media choices more carefully planned, more thoroughly analyzed and more critically watched after purchase.

As one of those dedicated to a career in the dynamic facet of media buying, let me welcome *Media/scope* to the firing line.

Jack K. Carver
Space Buyer
Doherty, Clifford, Steers & Shenfield, Inc.
New York, N.Y.

...We have found your article, "Magazines Lead Toward Greater Diversification," very interesting. We would like to obtain 25 copies of your March-April issue to distribute to our sales staff.

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Manager, Production Dept.
McCull's
New York, N.Y.

...Congratulations on filling a trade need. It is not expected that *SURVEYS* will prove it—for people are prone to freeze up on certain questions and subjects—but all your intuition and understanding of human nature should cause you to agree with me that the most widely read and intensely studied feature of this issue (January-February) will be the Media Directors' Salary Study. Your editor, Morris, knows his business.

William S. Power
Edward M. Power Company, Inc.
Pittsburgh, Pa.

*the editor's
point of view*

It Would Be Wise To Look Now

Advertising agencies for the most part have been reticent in publicizing the many advantages derived from positions within the media buying function. They have failed to point out that salaries are equal to, if not more than, those offered in other agency operations; they make no concerted effort to publicize the many opportunities awaiting young men and women with desires to make careers for themselves. Many young people are deterred from the field of media buying through lack of knowledge of these advantages.

Media buying—like journalism, engineering or law—must be considered a profession if it is to attract qualified personnel. All of these professions require special intellectual training and particular skills.

The shortage of qualified personnel can be overcome. Advertising executives should visit high schools, colleges and universities, and point out the many opportunities available in media buying, thereby encouraging young people to consider media buying as a career. Offering part-time jobs to students in media departments during summer vacations can also bring about interest. At the same time, advertising agencies should work more closely with universities in promoting courses in media buying, and should invite advertising and journalism teachers to join their media departments during the summer months on a part-time basis.

There are innumerable suggestions to be considered, but advertising agencies would be wise to look now for the men and women who are to become the media buyers of tomorrow.



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Victor G. Morris

with

Otto R. Stadelman

Senior Vice-president and media director of
Needham, Louis & Brorby, Inc.



OTTO R. STADELMAN, senior vice president and director of Needham, Louis & Brorby, Inc., has headed the agency's media department since 1925. That was the year the Maurice H. Needham Co. was founded. The present corporate name was adopted four years later when John J. Louis joined the agency.

During that time, he has devised space and time buying practices which have been widely followed in the advertising business. One innovation was assigning members of his staff to account groups, rather than to a specific class of media, with the responsibility for planning schedules in all media for their accounts. This way, Stadelman feels, they are better equipped to select the media best suited for their clients' problems. This same system is now used in many other agencies.

Stadelman spent his first two years in the agency business with the David C. Thomas Co. (now the Duchon Co.) He joined Maurice Needham, Melvin Brorby and a secretary less than a week after the original three had opened the office. He came to the agency with an engineering background and, like Needham and Brorby, was a University of Wisconsin man.

Direction of media selection was only one of his jobs in the first years with the agency. He also supervised accounting and was office manager.

In 1929, when the agency was reorganized with its present name, Stadelman was elected secretary-treasurer and later, a vice-president and a member of the Board of Directors.

What are the fundamentals underlying the method used by your agency to build media patterns?

We start with premises which are quite simple. Media planning is an operation requiring as much creative effort as copy, art, research, and all the other phases of agency operation. Without creative judgment in media planning, we feel no advertising campaign can be successful.

The most carefully planned message is worthless if it isn't directed to the right market and consumer. This planning can never begin without a thorough interpretation of the consumer and every aspect of the market, as well as the sales problems faced by the client, and sales activities by their competition. To this knowledge must be added experience in evaluating all types of media. This demands far more than a familiarity with the details of circulation and rates. It is as much a qualitative matter as it is quantitative.

How do you go about achieving the goal of creativeness you have stressed?

For one thing, we believe in the separation of clerical and creative functions. In order to do this we believe the media directors should be divorced from everything but creative work. Each media director creates the media pattern for his accounts. His responsibility is analysis and matching of media to product market and marketing objectives. He must be as experienced in marketing as in media.

With these qualifications and with this background, he is thus equipped to take his place in the task force with representatives of other departments in the agency. He must have full knowledge and a complete profile of the consumers of his client's product before projecting a media plan for it. He must know sources of information which will include the agency's research department, the client's research facilities, other research agencies, as well as the various media research sources.

Do you use a set formula in approaching a problem in media selection?

We do not develop media plans according to a formula.

however, there are certain practices we follow as closely as possible. Their value has been proven by the results of the campaigns in which they are used.

Media planning seldom begins until we have gathered all answers to two fundamental questions: 1. "Who are the product's best customers and prospects?" and, 2. "What is the market for the product?"

Whether the campaign is national, regional or local, these questions in turn raise many other questions—for example: What are the differences in the market for the product by geographic areas, by city size, by city vs. suburban, etc.? What is the purchasing power, the industrial production potential and the resulting payrolls, in each market under consideration? What are the strong and weak areas of competitors? What are the limitations and advantages of the product between regions, city sizes or individual cities as a result of distribution, price or unusual consumer preferences? What are competitors' limitations and advantages as a result of these same factors? What are the customers and prospects like and what are the differences between our customers and those of competitors according to age, sex, home-ownership, income or any other distinguishing characteristics? What are the attitudes of these consumers toward the product and toward competitors' products?

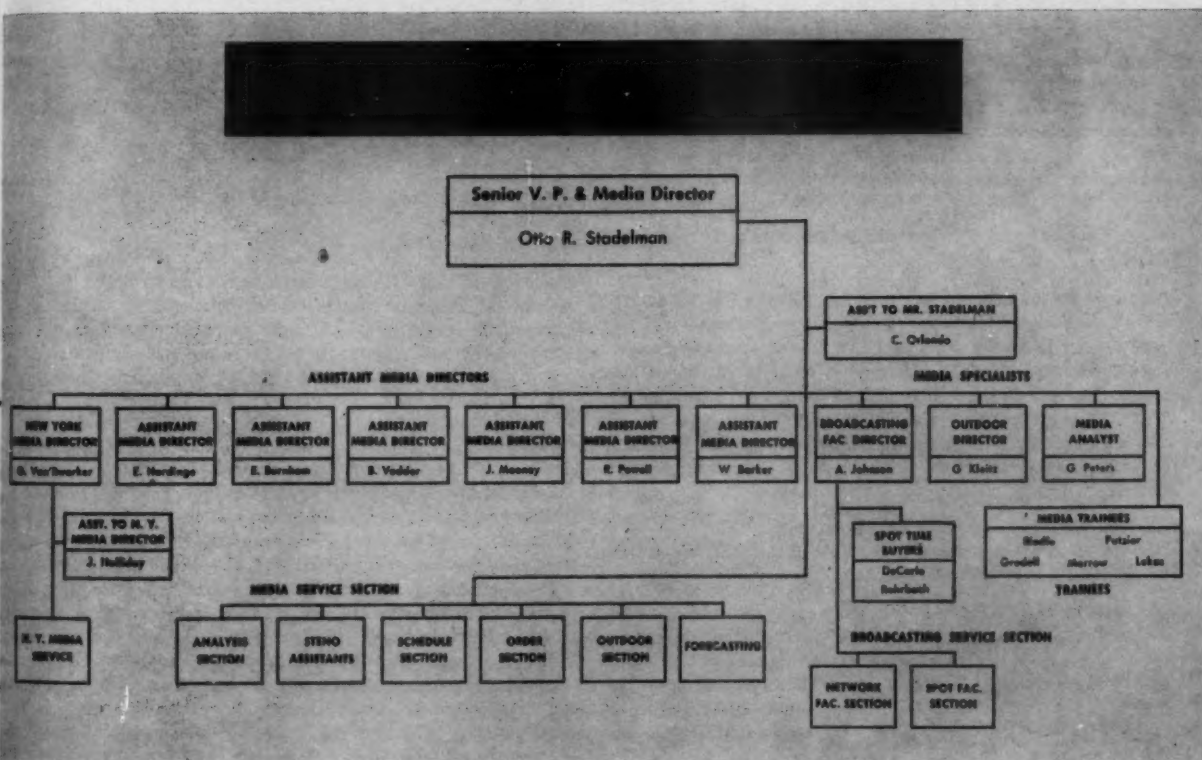
How do you go about answering these questions?

Usually the information we seek is gathered and organized by the agency's research department for use by us and all other departments working on the account. The media department makes several contributions to this data. Through various sources we can often get detailed information on the advertising and sales activities of companies with competing products. These same sources frequently provide us with studies on consumers' attitudes and preferences. Most important, however, the Media Department works with the Research Department to insure that the final profile of the market and consumer contains all necessary information to make a direct comparison between media audiences and circulation. This profile also is one of the important yardsticks against which each type of media and each individual medium can be measured. If the profile, as first delineated, does not show the market picture exactly, it is revised until it does.

Once the market-consumer profile is determined, does this usually lead to selection of a single medium?

There are few instances where a single medium will match all the variations in a consumer-market profile. By careful selection, however, a combination of media can be developed wherein the over-all circulation and audience profile

This chart shows the organization of the media department of Needham, Louis & Brorby, Inc. The various functions are laid out and staffed with an eye to achieving the goal of a creative approach to each advertising problem as it arises. There is no doctrinaire devotion to a specific medium as opposed to others which may deliver better results in a given situation.



will closely match the market and the products' present and potential consumers' profiles.

This selecting and matching is not a slide-rule operation. We believe it should be scientific—but equally important—it should be based on sound judgment and experience. On paper a given medium may seem ideal, but for one of many reasons it may not be. Judgment and knowledge of media are important in recognizing the differences that bring this about.

In building a media pattern every medium is considered and carefully explored. Because no one medium will work equally well for two different products, our use of media is greatly diversified. Our specialists study each of the various types of media to determine how each could best be used to fit the over-all objectives.

Is it the purpose of your planning to delineate a national media pattern?

Although our primary objective is to build a national media pattern to match all the variations in the market and consumer profile, this is not always possible. Often one region of the country, a group of markets or a single market may not be receiving enough support under the national plan in relation to its needs. This is the primary reason why we build detailed profiles of every media pattern—to point out these special conditions. The pattern, of course, must be flexible enough so that such situations can be adjusted. We at NL&B believe a national program is no stronger than its effectiveness in each local market.

When you have concluded there is need for a supplementary plan, how is it developed?

Supplementary, local or regional media plans are developed in the same way as national programs. There is an analysis of the market and the product's position in it. There is a measurement of comparative activities in the market, and study of the ways available media would serve the product's needs and complement the national plan.

After national and local media studies, what is the final step?

The next major phase of our media planning is to determine how each medium selected (local or national) can be used most effectively. This decision is almost always made simultaneously with the selection of individual media because they affect each other. Working with the account man and the task force consisting of the copy, art, radio-TV, research and marketing departments, the function of the media department at this stage should be highly creative.

How is your department organized to carry out the objectives you have outlined?

Our Media Department in Chicago is organized as follows: Media Director, coordinator of the Media Department, six assistant media directors, five specialists and the Media & Broadcasting Service Section, totaling approximately 45 people. The six assistant media directors have full responsibility for all media recommendations on accounts specifically assigned to them. Each of these works

with a Task Force, as has been stated.

The organization of the department reflects the fact that we have no preconceived preferences for print, or outdoor, or radio-TV, or any other type of medium. Our recommendations rest on study of the specific media situation before us.

What about radio and TV recommendations?

If broadcasting is recommended by an assistant media director, then one or more members of the Broadcasting Facilities section of the Media Department will be brought into the picture for recommendations. This involves both network and spot for both TV and radio. We have two spot buyers and each has an assistant—all accounts are assigned to them. The Broadcasting Service Section helps out in the clerical work. It is the responsibility of the spot buyer to analyze and recommend spot media. If it is a matter of a network selection, then the Broadcasting Facilities Director in the Media Department goes to work—assisted by the Broadcasting Service Section.

The actual number of people in the Broadcasting Facilities Section of the Media Department including the specialists and the Broadcasting Service Section, number eleven. This is in Broadcast Facilities only—and does not include programming, production or creative work. It is the responsibility of the assistant media director to consult with the broadcasting and outdoor specialists to make certain that they understand the kind of consumer we are looking for, so they in turn can make recommendations to reach the potential customers. These specialists have no other responsibility than the media to which they are assigned. Spot buyers are in constant touch with station representatives, and because of this have access to the spots which are available, and are in a position to select and recommend those that best fit the pattern for a particular client. This system has been set up for some time, and except for enlarging our operation as our volume of broadcast increases, we have made no changes—principally because this system has been working satisfactorily.

What about outdoor?

If outdoor is being considered, members of the outdoor section of the Media Department are brought in. Our Outdoor Director spends many days out of the year in the field studying plants and checking showings set up for our various clients. He also works closely with National Outdoor Advertising Bureau, of which we are a member.

Have you a training program for media people?

Yes, we select candidates whom we consider to have the interests and aptitudes essential for the work we do. Then we rotate their time in such a way that they see the details of each sub-division of the department. By this method we feel we can both establish their potential value to us and ground them in the statistical and analytical procedures essential to preparing planned media programs as we build them. We realize that the exacting, analytical approach involved in careful media selection appeals mainly to persons of a certain temperament. But we believe that those with an aptitude for it can find great satisfaction in this type of work, especially when it is approached on a creative basis as it is in our shop.

William Schink, Vice-President and Media Director, G. M. Basford Company, New York

William Schink brought something of Horatio Alger into his career in advertising. He entered the business at the age of seventeen, and has become vice-president and media director of the same organization in which he started—more than 36 years ago. The G. M. Basford Company has grown since then, media buying has grown immensely in size and importance, and Bill Schink has grown with both. He has been Media Director since 1933, and was elected a vice-president in 1953. He now heads a ten-man department handling 65 accounts.

In 1949, Bill was recognized by the Industrial Advertising Association of New York as the outstanding space buyer of the year. He has served as Director of the CC Audit Bureau, and is a charter member of the Media Men's Association of New York where he has been secretary and vice-president. In 1955 he was nominated the "Space Buyer of the Year" by the "NIAA Space Salesmen of the Year."

Mr. Schink resides in Ridgewood, New Jersey with his wife and one child.



Sally S. Mansfield, Associate Media Director, C. J. LaRoche & Company, Inc., New York



Sally S. Mansfield was a secretary, teacher and law student before she entered the agency business. She began her advertising career as a buyer with the Compton Advertising Agency, New York, in 1942. Three years later she joined the media department of Mildrick & Miller. After one year, Miss Mansfield was invited to join a newly founded agency as Media Director. She joined. However, the newly formed agency did not prosper and was dissolved in 1948, at which time Miss Mansfield joined C. J. LaRoche & Co., as Associate Media Director.

As a hobby, Miss Mansfield enjoys the science of Astrology, but she has not attempted to use this knowledge in connection with media selection. She feels that after all facts are in and have been weighed mathematically, it is good to sleep on this information. An ingredient—not tangible—just may shine through crystal clear—to give the correct answer. Her slogan is not "Do not underestimate intuition"; it is rather, "Do not underestimate the intuition of the fact finder."

She is active in civic affairs; is a past vice-chairman of the Young Republicans of New Jersey, and in 1940 was an elected delegate at the National Convention.

Miss Mansfield lives with her mother in North Bergen, New Jersey.

Leslie D. Farnath, Vice-President in Charge of Media, N. W. Ayer & Son, Inc., Phila.

Leslie D. Farnath joined Ayer in 1922 and spent his first eight years in the agency's Accounting Department. He moved to Media in 1930, and by 1940 was in charge of media selection for trade papers. He was appointed manager of the department in 1945 and elected vice-president in charge of media in 1952.

Mr. Farnath, who on two occasions has been voted one of the top ten media men in the United States, is well known for his work in exploring the subjects of continuity, frequency and duplication. In the twelve years he has been heading the Media Department, he has built up a media research and statistical library which is reputed to be the most current and complete in the country.

A firm believer in the creative approach to media selection, he has instilled the spirit into the operating techniques of the Media Department. Under his direction, members of Ayer's Selection Staff have been relieved of all detail work connected with buying space. A Rate Bureau takes care of this function. The Selection Staff is free to interview publication representatives, to analyze and evaluate media and to make recommendations.



Media quest



conducted by
John F. Klatt
Media Consultant

Media/quest . . . is a regular service feature. Its purpose is to provide those engaged in the media buying function with answers and/or suggested solutions to everyday media buying problems. Inquiries should be addressed to John Klatt, Media/quest, c/o Media/scope, 1740 Ridge Ave., Evanston, Ill.

"Could you give us figures or tell us where to find them on readership of bank advertising in newspapers on a national basis?"

Agency—Hartford, Connecticut

Several years ago, the Bureau of Advertising made a readership analysis of financial ads based on the Advertising Research Foundation Continuing Studies of Newspaper Reading. The analysis in printed form was entitled "More Dividends from Financial Ads." For more information on this analysis and possibly more recent data we suggest you contact Miss Florence Olsen, Bureau of Advertising, 485 Lexington Avenue, New York 17, New York.

"We have quite a problem in attempting to accurately estimate the cost of ads in various newspapers around the country. In most cases we participate with our dealers on newspaper advertising on a percentage basis with the stipulation that all costs be figured on the dealer's local advertising rate. We know it is impossible to accurately police this system because of the varying discounts given dealers. We are wondering if there is not some rough way of arriving at local advertising rates that would enable us to at least estimate the costs of ads run."

Advertiser—Nashville, Tenn.

The Association of National Advertisers, Inc., has available an A.N.A. Newspaper Local Rate Card Service which contains the reproductions of actual local rate cards of some 1500 daily and Sunday newspapers. National advertisers using this service report that they can make a very close approximation of the discount being earned by any given dealer.

The A.N.A. service is available at \$25.00 per year to all members of the Association. The charge to non-members is \$75.00 per year. Further details on the service and how advertisers use the service to estimate costs can be secured from Mr. William D. Kistler, administrative secretary A.N.A. Newspaper Committee, Association of National

Advertisers, Inc., 155 East 44th Street, New York 17, New York.

"What reference texts would you recommend as a nucleus for a small market research library?"

Agency—San Jose, California

There are many fine basic texts that deal with marketing research. Here are a few which we would consider of value as a nucleus for your library: "Marketing and Distribution Research" by Lyndon O. Brown, 3rd Edition 1955—Ronald Press Co. "Marketing Research Practice" by Donald M. Hobart, 1950—Ronald Press Co. "Survey Design and Analysis" by Herbert Hyman, 1955—The Free Press. "Advertising Psychology and Research" by Darrell B. Lucas and Stewart H. Britt, 1950—McGraw-Hill Book Co. "Marketing Research" by David J. Luck and Hugh G. Wales, 1952—Prentice-Hall, Inc. "Motivational Research in Advertising and Markets" by George H. Smith, 1954—McGraw-Hill Book Co.

"Can you give us information on a source of rates and data for European publications? We are specifically interested in daily newspapers and trade publications."

Agency—Milwaukee, Wis.

At the present time there is no central source for rates and data of European media. The best method of securing the desired information is to contact some of the representatives handling foreign media. They have complete media data and would handle the placement of schedules. We suggest that you contact the following: J. B. Powers, 345 Madison Avenue, New York 17, N. Y.; S. S. Coppe & Company, Inc., 630 Fifth Avenue, New York, N. Y., and Universal Publishers Representatives, Inc., 500 Fifth Avenue, New York 36, N. Y. Although these firms do not necessarily represent all available media in Europe, we feel certain that they could guide you in securing data on an expanded list.

"Is there any way you know of whereby we could get a list of all or most of the dairy farmers in the United States?"

Advertiser, New Holland, Pa.

As far as we know, there is no such list available. There are over four million farmers engaged in dairy farming. This numerical projection probably answers the question as to why a complete list is not available. It is assumed that some of the mailing list firms may have a partial list of dairy farmers and perhaps this is the best approach to your problem.

"Do you know where we can secure a list of radio and/or television stations which accept advertising copy on a 'P.I.' basis?"

Agency—Providence, R.I.

Our information is very limited on this subject. Suggest you contact Mr. John Hopkinson of Dwight & Associates, 75 East Wacker Drive, Chicago. This firm specializes in the placement of "per inquiry" advertising and perhaps could supply you with the desired information.

The objective of this column is to provide a means for discussing marketing ideas and concepts that will be of interest to buyers of media. From time to time we will review or explore some of the broader aspects of marketing principles and practices which are fundamental to advertising's media buying function. Suggestions from readers will determine the subjects for future issues.

conducted by
Dr. H. P. Alspaugh
Marketing Consultant

EVALUATING RESEARCH STUDIES

From time to time Buyers of Media have posed the question—"How should I appraise or use the voluminous amount of market statistics and research data presented by sellers of space and time, to make better media selection?"

The great multiplicity of market data sources contribute to the magnitude of this question. Numerous groups, including industrial associations, professional research organizations, Bureaus of the Federal Government, State agencies and bureaus, City and Industrial commissions, company research departments, publications, national advertisers, and others have been prolific in producing masses of information to prove what often appear to be dubious contentions.

Procedures, terms, methodology, and interpretations are far from standardized. The challenges of analyzing, understanding limitations, and learning how to make use of market facts are at best a continuous process. There are few short cuts and still fewer final answers.

The procedures and methods used to analyze research studies will vary from agency to agency, depending upon the size of the organization, the personnel, and the degree of job specialization within the agency. The many facets of this subject make it expedient to deal with only one aspect of the problem on this page, namely—suggested check points for analyzing a research report.

Objective Appraisals

The subject "Objective Evaluation of Research Studies" is a favored topic for convention programs for people engaged in the field of marketing—including buyers of media. Often these discussions remind one of the trite expression—"researching research." However, without resorting to exhaustive investigations the use of a few proven "bench marks" will facilitate decisions "to use" or "not to use."

The first part of the appraisal involves an analysis of the purposes, scope and procedures used in the research, which should always be clearly stated in a report or a presentation. An organized check list of the following nature will, in most cases, determine a buyer's interest in further analysis. Any check list should of course be modified to a current situation or problem.

1. Who conducted the research?
What other projects have been completed?
What is the general acceptance or appraisal of other projects? (Reference calls are often very useful.)
General qualifications of the research staff.
2. Who paid for the research?
What other research has been financed?
3. What was the date of the study?
Is the study outdated?
Does seasonable bias influence the findings?
4. What was the scope of the study?
Local - sectional - regional - national?
Does the scope conform to the buyers' problem?
5. Are purposes clearly stated?
Do the purposes relate to problems which you as a buyer have to solve?

Media marketing

6. What research procedures and techniques were employed?

Sources of information

Who contributed to the study?—Who was contacted?

Method of assembling facts

Sampling techniques

Do the facts relate to specified groups or classes, or to the entire universe (market)?

It is not important that the buyer be in a position to pass judgment or appraise all research techniques. This would be like a patient judging the value of the doctor's diagnosis and treatment. However the researcher, as the doctor, can gain the confidence of his client if he will spell out the procedures used to formulate observations or recommendations. When the researcher states his techniques and procedures in "black and white," other qualified researchers are afforded the opportunity to make professional appraisals of the subject matter.

7. Presentation of the study

Are conclusions drawn?

Are summary facts supported by detailed data?

Do the findings relate to the objectives of the study?

Experience with a check list of this nature will help identify those facts which are dynamic to the marketing problems under consideration.

The second part of the objective appraisal relates to the practical application of the subject matter to the selection of media. Broadly speaking, the purpose of market and media research is to assemble, organize and interpret facts—facts related to Consumer and Commercial activities. In analyzing a research study, the buyer of media seeks to determine whether the facts presented relate to:

- size of markets
- changes in markets
- location of markets
- opportunities in markets
 - to expand the total market,
 - to sell a new product or service, or
 - to gain a greater share of an existing market.
- support of the medium under consideration.

A voluminous number of market and media studies are available which prove especially useful in *market* and *media planning*. However, there are also many studies which pass over the buyer's desk, which if examined carefully would reveal areas of bias, irrelevance and limitations. The construction of a check list, one tailored to a buyer's needs, will save hours of time, and add to the value of client service through better media selection.

Buyers of media are members of a marketing team, and as such should not overlook their broad responsibilities to the company and its client. The client wants help in meeting the needs and satisfying the desires of customers or ultimate uses of its products or services. Studying and appraising research reports is an obligation to the client as well as an opportunity to improve the productivity of dollars spent for advertising.

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meetings • The Media Department is considered an integral part of the campaign at Leo Burnett Company, Inc., and is represented at the "idea session," the primary meeting in the preparation of a new campaign. Conferences have been held with the client at which his problems and opportunities have been studied. Now members of the agency "task force" assemble to discuss and evaluate possible solutions. These men represent the key services in the agency. Each is responsible for a specific

phase of the total project. Media is represented by Leonard Matthews, Vice President in charge of Media, and Gus Pfleger, the media group supervisor assigned to this account. Pictured left to right are: John Coulson, Manager, Research Department; Draper Daniels, VP-Charge of Copy; Jack Tyson, Manager, Marketing Department; Len Matthews; Ed Thiele, VP and Account Supervisor; Gus Pfleger.

THE EVOLUTION OF A MEDIA PLAN

at Leo Burnett Company, Inc.

facts • In the Media Research Section, the search for information begins. All available data are brought into play and centered on the area of interest. Tabulations are made. Competitive studies are outlined, performance histories examined, audience composition analyzed, and numerous other factors are compiled and recorded.

preparation • The information which has been compiled is forwarded to the Chart-Map Room to be prepared for visual presentation. Statistical information is converted into graphs and charts. Maps are prepared showing coverage zones, etc. These visual techniques have proved of great value in quickly and easily evaluating what would otherwise be a formidable statistical presentation.



shirt-sleeves • The compiled data, charts and graphs, and the information gathered by the marketing and research departments are dissected in a work session by the media group assigned to the account. The media team, together with the media group supervisor, integrates and examines the assembled information until they are satisfied that their recommendations are the most practical and provide the greatest advertising potential. With these recommendations, the media strategy begins to take shape.



consultation • The recommendations of the media group are presented by the group supervisor to the Media Plans Board. This group is composed of the vice president in charge of media, Mr. Matthews; Manager of the Media Department, T. A. Wright, Jr. and Media Research Manager, Dr. Seymour Banks. With the approval of this group, those recommendations which have been accepted are finalized, and are written into a formal media plan.

approval • Even though the media plan has been accepted by the principals within the media department, it must still be approved in relation to the total effort. This approval is given by the Marketing Plans Committee of which Mr. Matthews is a member and to whom Mr. Matthews presents the plan. Finally, the media plan is incorporated into the total marketing, media, creative strategy, and is ready for presentation to the top planning group, the Plans Supervisory Committee. • • •



Unique Spot Radio Buying expedites schedules

By James S. Holme
Ripley, Henderson, Bucknum & Co.



James S. Holme was born in Denver in 1916. With several brief exceptions he has continued to reside in that city.

A member of the '37 Class at Yale, he began working in the Public Relations Department of the Mountain States Tel. & Tel. Company, rising eventually to the position of assistant advertising manager.

In 1946 he joined the United States National Bank of Denver as head of the Public Relations Department, where he remained until recalled to the Armed Forces in 1952. Mr. Holme joined Ripley, Henderson, Bucknum & Co., in 1953 and a year later became a partner in the firm.

He is active in civic and business organizations in the Denver area. He is a past president of the Advertising Club of Denver, a past chairman of the Denver Welfare Council, a board member of the Urban League of Denver, and is in his second term as chairman of the Denver Chapter of the American Red Cross.

Despite all his activities, Mr. Holme still finds time to follow his hobbies of hunting, fishing, skiing, gardening and photography.

He is married, and the father of two daughters and a son.

In purchasing radio spot schedules for one of our clients, Mountain States Tel. & Tel. Co., we were faced with a rather large seasonal buying job because of the number of states involved and the tremendous size and variety of the territory covered. The Mountain States Company, one of the operating units of the Bell Telephone System, covers 25% of the land area of the United States, ranging from Canada to Mexico, and including seven states, plus El Paso County in Texas. There are



about 165 radio stations involved—about $\frac{1}{3}$ of them in primary TV markets, another $\frac{1}{3}$ in fringe TV markets and the balance in areas not reached at all by television. Some of the communities are metropolitan areas, but most of them are rural communities or mining towns. Obviously, therefore, there are great differences in the listening habits between the communities involved.

It was desirable to devise a system for purchasing spots in these communities which would save time and still do an intelligent job for the client. We began our new system two years ago, and with almost no exceptions it has worked out beautifully. This system involves three forms—

(1) A covering letter to the commercial manager of the radio station outlining the important facts about the spot campaign—the inclusive dates, the subject of the copy, nature of the spots (live or ET and sometimes live tie-ins with ET's), the number of spots per week, and length of spots. The letter also specifies that the station is to select the exact number of spots requested per week, following specifications on form No. 2, and is to hold these spots until a certain date (about ten days following the date of the original letter), upon which time the station may consider the schedule firm unless we have communicated with them to the contrary.

This is an important part of the system because the station is not asked to hold a large number of tentative availabilities for an unlimited period of time.

Finally, the letter authorizes the station to call the account executive (collect) if there is any question whatever about the order.

(2) This form outlines the specifications for the spots desired and obviously this form differs in certain respects from one community to another. In primary television areas, for example, we generally avoid purchasing evening radio, but in non-TV markets we lean very heavily on evening radio. In rural areas we favor early morning and noon newscasts adjacencies.

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Ripley, Henderson, Bucknum & Co.
ADVERTISING | 909 SHERMAN STREET • DENVER 3

COMMERCIAL MANAGER
RADIO STATION _____

SUBJECT: Radio Spots - Fall, 1956
Mountain States Tel. & Tel.

Dear Sir:

On behalf of our client, Mountain States Telephone & Telegraph Company, we wish to order a schedule of 52 spot announcements on your station, running DAILY and SUNDAY from October 10 through November 30, inclusive.

The spots will be electrical transcriptions promoting the sale of extension telephones. They will be furnished in both chain-break and one-minute lengths.

NOTE: At least half of the schedule on your station should provide for the one-minute spots. The other half may be chain-breaks, if they will give our client more desirable adjacencies.

As soon as possible, I wish you would do the following things:

1. Select the best seven spots available per week, following as closely as possible the specifications on the attached sheet. Hold these spots for us until October 5. In the absence of contrary instructions from this office, these spots you select will constitute our schedule.
2. PLEASE FILL OUT THE ATTACHED SCHEDULE, furnished to you herewith in duplicate, and return one copy to me in the enclosed stamped, self-addressed envelope. The schedule sheet should indicate the cost per spot and the total cost of the order.
3. At the same time, please issue your contract covering this order, indicating the rates which will apply to the spots selected. PLEASE ENCLOSE THE CONTRACT WITH THE SCHEDULE SHEET. We will execute your contract and return it to you promptly.

If you have any questions which require an immediate answer, please call me collect, Fiber 5-4171, Extension 8148. (If I am out of the city, ask to speak to my secretary, Miss Bohm.) Because of the short time remaining, I would appreciate a very prompt reply.

Cordially,

James S. Holme

JAMES S. HOLME
Ripley, Henderson, Bucknum & Co.

Ripley, Henderson, Bucknum & Co.
ADVERTISING | 909 SHERMAN STREET • DENVER 3

MOUNTAIN STATES TELEPHONE
RADIO SPOTS - FALL, 1956

RADIO STATION _____
CITY _____

INSTRUCTIONS TO RADIO STATION:

1. Please select the times which in your opinion will provide:
 - a. The greatest variety of audience
 - b. The largest audiences (adults preferred)

Follow our proposed schedule as closely as possible, but depart from it when, by so doing, you improve our potential audience. Please do not select the same time on two different days of the week.

2. Fill out this sheet in duplicate, as quickly as possible. Keep one for your records and return one to the agency for our approval. If you do not hear from us to the contrary before November 15, the schedule you select will be the approved schedule.
3. Mail it to us promptly in the enclosed self-addressed envelope, along with your contract covering the order.

4. If possible, please select:
 - a. Two early morning news adjacencies
 - b. One noon hour news/weather adjacency
 - c. Two late afternoon news (spots) adjacencies
 - d. One Saturday spots adjacency
 - e. One Sunday music (or good religious) program adjacency

Ripley, Henderson, Bucknum & Co.
ADVERTISING | 909 SHERMAN STREET • DENVER 3

MOUNTAIN STATES TEL. & TEL. CO.
FALL 1956

RADIO STATION _____

PROPOSED SCHEDULE FOR MOUNTAIN STATES TELEPHONE SPOTS

DATE	TIME	PRECEDING PROGRAM	FOLLOWING PROGRAM
WEDNESDAYS:			
Oct. 10, 17, 24, 31	_____ a.m.		
Nov. 7, 14, 21, 28	_____ p.m.		
	One-Minute Chain-Break		
THURSDAYS:			
Oct. 11, 18, 25	_____ a.m.		
Nov. 1, 8, 15, 22, 29	_____ p.m.		
	One-Minute Chain-Break		
FRIDAYS:			
Oct. 12, 19, 26	_____ a.m.		
Nov. 2, 9, 16, 23, 30	_____ p.m.		
	One-Minute Chain-Break		
SATURDAYS:			
Oct. 13, 20, 27	_____ a.m.		
Nov. 3, 10, 17, 24	_____ p.m.		
	One-Minute Chain-Break		
SUNDAYS:			
Oct. 14, 21, 28	_____ a.m.		
Nov. 4, 11, 18, 25	_____ p.m.		
	One-Minute Chain-Break		
MONDAYS:			
Oct. 15, 22, 29	_____ a.m.		
Nov. 5, 12, 19, 26	_____ p.m.		
	One-Minute Chain-Break		
TUESDAYS:			
Oct. 16, 23, 30	_____ a.m.		
Nov. 6, 13, 20, 27	_____ p.m.		
	One-Minute Chain-Break		

The rates applicable to these spots will be \$ _____ Classification _____
\$ _____ Classification _____
\$ _____ Classification _____

(3) The schedule form is sent in duplicate so that the station can keep the copy and return one copy to the agency.

At the bottom of the form there is a place to insert the applicable rate for each classification of spots and the total cost of the order. The advantage of this last feature is that in cases where the station fails to send a contract covering the order, the schedule form is sufficiently complete in its detail to enable us to process the forthcoming bills from the stations without delaying them for receipt of contracts.

The advantage of this system is that all bases are covered with a minimum of correspondence. Because of the offer to the station to make a collect long distance call to the agency, any emergency questions can be quickly answered. However, not more than a handful of the stations usually take advantage of this offer. The stations know exactly what we want, and their compliance with our requests is made extremely simple by the forms furnished. It provides a uniform system for the agency for checking schedules and statements.

• • •

Part 2. Availability, Costs and Buying Practices

STATUS REPORT ON NEWSPAPER ROP COLOR

by John F. Klatt
Media/scope Media Consultant

In forty-seven states and the District of Columbia, approximately 700 newspapers today offer ROP color. This total would exceed 800 if we were to count combination papers as two separate papers. These newspapers are published in over 600 cities.

Each month finds more newspapers either converting or replacing their printing facilities to accommodate color. A noted increase in the number of available color markets and newspapers will be evident within the next year or so.

In spite of the developments to date, color is still considered to be in a state of infancy by some newspapers, advertisers and agencies. But in many respects the increased availability, improved quality of reproduction, and the industry-wide efforts to document the enhanced values of ROP color are contributing greatly to bring both buyers and sellers out of this lethargic state of mind.

Although the availability of ROP color is widespread, closer examination will reveal that the available markets, newspapers and allocations of linage are concentrated in certain areas of the country.

One-fourth of the color papers are published in three states—California, Texas and Ohio. Thirteen of the top 25 ROP color linage newspapers (measured by Media Records for the year 1956) are located in these three states. The newspapers with ranking and linage follow:

	Rank	Linage
Los Angeles TIMES	2	1,641,175
San Jose NEWS & MERCURY NEWS	7	1,322,939
Long Beach INDEPENDENT & PRESS TELEGRAM	8	1,308,061
Houston CHRONICLE	9	1,277,062
Cincinnati ENQUIRER	11	1,193,478
Dallas NEWS	12	1,148,431
Fresno BEE	13	1,126,544
Dallas TIMES HERALD	14	1,119,007
Pt. Worth STAR-TELEGRAM	18	1,083,185
Long Beach INDEPENDENT	22	1,031,896
Columbus DISPATCH	23	1,028,207
Cincinnati POST	24	1,023,623
Los Angeles EXAMINER	25	994,425

Fifty per cent of the color papers can be accounted for by including seven other states—Florida, Illinois, Indiana, Michigan, Pennsylvania, Washington, and Wisconsin. Four of the top 25 color linage newspapers are located in these states. Namely: Milwaukee JOURNAL (1) 2,586,814 lines;

Chicago TRIBUNE (3) 1,571,960 lines; Miami HERALD (15) 1,097,925 lines; and St. Petersburg TIMES (17) 1,087,063 lines.

Nine additional states have twelve or more newspapers offering color—Massachusetts, New York, Minnesota, Iowa, Missouri, Kansas, North Carolina, Tennessee, and Oklahoma. In contrast, Vermont and Delaware have one color newspaper each and Rhode Island, as of this date, has no color available.

The growth in availability and acceptance of color has made greatest strides in the Middle West, West Coast and Southern states. Progress in the East has been slow. In the nation's largest market—New York—relatively few papers accept ROP color and no dailies as yet are equipped to handle 4-color. Similar situations exist in other eastern metropolitan markets.

Nationwide, though, the availability picture is good. In all but four of the top fifty SRDS ranked Metropolitan Market Areas, daily ROP color is available in one or more newspapers. The exceptions being: Providence, R. I., Rochester, N. Y., Phoenix, Ariz., and Hartford, Conn. Full color is not available in seven of the top 50 markets—the above four markets plus New York, Kansas City, Mo., Louisville, Ky., and Springfield-Holyoke, Mass.

From another viewpoint, in all color markets having a city zone population of 100,000 or over, daily ROP full-color is available in 149 newspapers in 110 cities located in 35 states plus the District of Columbia.

CZ Population	No. States	No. Cities	No. Papers
1,000,000 or Over	9	10	22
500,000 - 999,999	14	19	33
250,000 - 499,999	14	28	25
100,000 - 249,999	25	61	67
Net Totals	35	110	149

Of the newspapers having daily circulation of 50,000 or more, ROP full-color is available in 136 newspapers in 35 states plus the District of Columbia.

Circulation	No. States	No. Papers
500,000 or Over	3	4
250,000 - 499,999	16	24
100,000 - 249,999	25	60
50,000 - 99,999	25	48
Net Totals	35	136

Tables 1 and 2 are recapitulations from a special study of ROP color costs for newspapers listed in Newspaper Rates & Data. The findings of this study show that for all color papers an average premium of 23% applies to full page B/W 1 color units. B/W 2 color premium increased to 33% and B/W 3 color to 41%. However, the premiums vary greatly among different newspapers arrayed by circulation groups and within individual circulation groups.

For B/W 1 color premiums, there is little variance between circulation groups—ranging from an average of 23% for papers having a circulation of 500,000 or over to 28% for papers having circulations under 10,000. B/W 2 color premiums range from the average of 23% for papers having 500,000 or more circulation to 40% for smaller circulation papers. A greater spread is reflected for B/W 3 color—ranging from 23% to an average premium of 55% for smaller circulation papers. A similar pattern follows for the newspapers within each group moving from B/W 1 color to B/W 3 colors. Basic rates and publishing costs are the contributing factors for these differences. Note that the large circulation papers have the least variance.

Availability and Costs of Daily ROP Color

BY CITY ZONE POPULATION GROUPS

	Under 25,000	25,000- 49,999	50,000- 99,999	100,000- 249,999	250,000- 499,999	500,000- 999,999	Over 1,000,000	Total
Total number of papers accepting color	180	182	117	112	33	41	36	681
B/W—1 COLOR								
Total Papers	180	182	117	112	33	41	36	681
Total Population	2,001,954	8,444,168	7,108,827	14,448,168	8,333,193	14,897,876	27,354,737	70,384,931
Total Circulation	1,578,731	2,868,863	3,416,780	7,481,474	8,372,882	8,628,886	12,547,862	41,896,378
Average % Premium	27%	25%	25%	22%	22%	23%	21%	23%
Low	11	8	10	7	10	12	7	
Median	25	25	25	22	25	25	21	
High	100	100	50	60	50	38	80	
Cost pg. B/W	\$34,009.90	\$44,626.30	\$40,746.54	\$71,383.87	\$36,794.24	\$36,136.84	\$71,004.90	\$380,871.09
Cost pg. B/W & 1 color	43,867.18	56,144.05	56,982.80	86,883.25	45,837.95	68,945.62	65,881.70	444,403.13
Avg. cost per pg. B/W and 1 color	241.60	311.90	487.03	778.03	1,384.79	1,681.60	2,406.00	
B/W—2 COLOR								
Total Papers	49	63	71	83	28	35	22	348
Total Population	803,779	2,173,728	4,804,978	10,847,977	7,290,816	12,953,019	18,822,268	57,196,258
Total Circulation	492,781	1,079,884	2,128,789	5,874,823	4,793,337	7,177,291	8,008,019	29,846,333
Average % Premium	42%	42%	37%	30%	32%	32%	28%	33%
Low	21	19	18	14	13	19	11	
Median	40	37	28	30	31	38	26	
High	78	100	75	78	80	88	16	
Cost pg. B/W	\$16,792.37	\$16,236.23	\$26,869.89	\$54,468.53	\$32,484.40	\$45,080.48	\$48,982.64	\$238,261.64
Cost pg. B/W & 2 color	14,899.28	28,628.84	39,884.19	71,084.48	42,611.50	64,611.97	88,653.00	317,183.34
Avg. cost per pg. B/W and 2 color	210.04	289.46	486.90	858.09	1,546.32	1,682.30	2,888.48	
B/W—3 COLOR								
Total Papers	27	39	57	67	25	35	22	272
Total Population	448,280	1,389,858	3,693,745	8,291,758	6,982,886	12,953,019	18,822,268	57,196,258
Total Circulation	291,846	672,738	1,682,672	5,108,681	4,888,469	7,177,291	8,008,019	27,476,228
Average % Premium	89%	80%	50%	37%	40%	38%	32%	40%
Low	32	31	21	18	16	19	16	
Median	55	60	50	38	41	42	29	
High	108	100	100	80	85	64	68	
Cost pg. B/W	\$ 5,932.40	\$11,180.27	\$23,043.51	\$46,431.81	\$30,964.40	\$49,080.48	\$48,982.64	\$212,536.31
Cost pg. B/W & 3 color	9,428.84	17,806.01	34,890.82	62,797.08	43,288.48	67,888.00	60,411.74	297,261.01
Avg. cost per pg. B/W and 3 color	219.72	386.57	404.27	893.01	1,238.38	1,482.30	2,096.48	

BY CIRCULATION GROUPS

	Under 10,000	10,000- 24,999	25,000- 49,999	50,000- 99,999	100,000- 249,999	250,000- 499,999	Over 500,000	Total
Total number of papers accepting color	183	234	97	80	88	30	9	681
B/W—1 COLOR								
Total Papers	183	234	97	80	88	30	9	681
Total Circulation	1,124,743	3,737,533	3,362,200	5,799,200	11,260,729	10,416,822	5,902,984	41,596,878
Average % Premium	28%	25%	27%	21%	23%	19%	23%	
Low	11	10	9	7	9	17	14	
Median	25	33	28	21	23	18	22	
High	100	60	50	60	45	38	36	
Cost pg. B/W	\$29,587.08	\$64,235.07	\$42,311.54	\$84,290.71	\$81,866.32	\$63,468.88	\$28,416.82	\$360,871.09
Cost pg. B/W & 1 color	37,983.98	60,282.87	\$3,638.08	68,988.82	98,925.79	78,288.02	31,376.72	444,403.13
Avg. cost per pg. B/W and 1 color	181.33	274.81	436.30	878.71	1,189.49	2,116.38	2,824.68	
B/W—2 COLOR								
Total Papers	38	106	58	58	61	24	4	349
Total Circulation	278,481	1,758,584	1,991,891	4,212,296	16,192,943	8,266,196	2,849,882	29,546,333
Average % Premium	41%	40%	40%	30%	33%	26%	23%	
Low	21	22	18	14	13	11	20	
Median	40	39	40	30	31	23	22	
High	78	100	100	75	86	40	18	
Cost pg. B/W	\$ 7,409.81	\$29,988.94	\$25,732.22	\$39,153.19	\$74,822.68	\$49,080.48	\$13,446.32	\$238,261.64
Cost pg. B/W & 2 color	10,439.18	42,023.43	36,968.23	80,916.41	98,174.13	61,984.24	16,571.72	317,183.34
Avg. cost per pg. B/W and 2 color	199.00	282.63	443.66	678.06	1,221.68	2,043.27	3,361.58	
B/W—3 COLOR								
Total Papers	16	76	44	48	60	24	4	272
Total Circulation	112,827	1,773,620	1,821,072	3,488,983	9,980,065	8,266,196	2,849,882	27,476,228
Average % Premium	85%	84%	53%	38%	41%	31%	40%	
Low	32	31	22	18	16	18	16	
Median	50	60	50	35	39	28	22	
High	108	100	100	80	80	60	29	
Cost pg. B/W	\$ 3,272.90	\$21,474.76	\$19,742.10	\$32,467.99	\$73,082.60	\$49,080.48	\$13,446.32	\$212,536.31
Cost pg. B/W & 3 color	5,082.78	33,836.94	30,189.15	44,919.96	102,734.84	64,388.82	16,571.72	297,261.01
Avg. cost per pg. B/W and 3 color	204.86	282.58	448.63	676.83	1,216.04	2,043.27	3,361.58	

Source—
Newspaper Rates & Data—
Jan. 16, 1967

Availability of



Only ROP Color



BUYERS' FORUM

ON NEWSPAPER ROP COLOR

Buyers of media in agencies participated in a survey designed to determine current buying practices and viewpoints on Newspaper ROP Color. The following are some of the comments received.

Participating Agencies:

Leo Burnett Company, Inc.
Cunningham & Walsh, Inc.
Dancer-Fitzgerald-Sample, Inc.
Erwin, Wasey & Co., Inc.
Fitzgerald Advertising Agency, Inc.
Foote, Cone & Belding
Clinton E. Frank, Inc.
Gardner Advertising Co.
Grant Advertising, Inc.
Henri, Hurst & McDonald, Inc.
Bryan Houston, Inc.
Earle Ludwig & Co.
McCann-Erickson, Inc.
Needham, Lewis & Brorby, Inc.
Fletcher D. Richards, Inc.
Rothsuff & Ryan, Inc.
J. Walter Thompson Co.

1. To what degree has the availability of ROP color become a factor in media planning for your clients within the past year or so? What is the outlook for 1957?

- (a) "We have made extensive use of ROP color newspaper advertising, especially on new product introductions like Kellogg's Special K Cereal and the new Marlboro cigarette package. As to 1957, we certainly can expect to see expanded use of ROP color because good color reproduction is still relatively in an infant stage. We hope there are increasing numbers of color availabilities, and except that papers will continue to improve the technical quality of ROP color."
- (b) "The increased availability of ROP color has made it a factor for consideration on a growing number of accounts."
- (c) "ROP color has figured significantly in our media planning within the past year or two. There is every evidence that we will use it more extensively for more clients in 1957."
- (d) "This agency was one of the pioneers of ROP color many years ago and the great success of one of our clients rests on the agency's astuteness in this field. The outlook for 1957 is somewhat unchanged, although we continue our consideration of its use for all of our accounts."
- (e) "Although special short term campaigns have been bought basically due to color becoming more available, regular sustaining campaigns have not been affected to any degree."
- (f) "ROP color has become a more important factor in media planning this past year. The outlook for 1957 is increased schedules and more markets used."
- (g) "The availability of ROP color has become a factor in our media planning in that some advertisers whose media choice lay between newspapers and magazines can now take a middle-of-the-road venture

and associate the benefits of color with relatively low newspaper cost and the accumulation of circulation in each local area. It is almost certain that ROP color will have heavy consideration during 1957 for our 1958 planning."

- (h) "The year 1957 will show an increase in our use of color in newspapers."
- (i) "Our experience so far has been good, and the use of ROP color is being considered more frequently and more regularly."
- (j) "The availability of color has not changed our media planning. That is, we haven't abandoned other media in order to use ROP color. We have attempted to incorporate more color ads into our black and white schedules because we can add substantial impact to ads. It can intensify the merchandising factors. It can create greater appetite appeal for products shown in color, and it can give more brand impact to the trade mark or package that is shown in color. What we are doing is to spearhead newspaper schedules with color if we can't afford continuity in major space units in color. But the availability of ROP color does not over-ride the basic values of other media."
- (k) "It has been important in our media planning with clients whose sales problems require the use of ROP color. There will be a considerable increase in ROP color advertising placed for our clients during 1957."
- (l) "The availability of ROP color has become more and more a matter of discussion for both local and national planning. We feel certain that our total use of ROP color in 1957 will be greater than in any previous year."
- (m) "ROP 4-color as a medium for our principal food and grocery product accounts has been considered numerous times. There is every reason to believe that use of this vehicle on a broad scale will fit our plans at some future date."
- (n) "ROP color was used on the announcement of a new brand of liquor. Color was especially applicable from a copy viewpoint as well as the overall effect required for noticeability and recognizability throughout the campaign. It was also used for a transportation account to call attention to the markings on the actual vehicle and to introduce a 'package vacation' plan. Both programs were well received and merchandised by all concerned in the 'field.' It evidently was useful as an answer to some of the problems encountered in introducing a new product and establishing recognition and/or identification as quickly as possible to the newspaper audience. As far as 1957 is concerned, we have nothing definite."

2. As a result of the present availability of ROP color, have your clients increased their use of newspapers in relationship to other types of media?

- (a) "Yes, but the increase for this reason is difficult to measure."
- (b) "Not generally."
- (c) "Yes, but only among certain clients. Other clients who have not considered newspaper advertising in the past on any large scale have given consideration to it with the increased availability of ROP color."
- (d) "None of our clients have increased their use of newspapers as a result of ROP color."
- (e) "Not appreciably."
- (f) "I can't say that, as yet, any noticeable increased use of newspapers by our clients has been influenced by the availability of ROP color."
- (g) "Yes, as we can now get greater impact on a national basis which was previously available only in magazines."
- (h) "No, they have not."
- (i) "Yes, to some degree."
- (j) "No. Our clients have not regarded ROP color as a media panacea. We will probably use more color this year than last, but only because of a desire to apply more color to present newspaper schedules. We do the same thing with magazines. We are strong advocates of color in magazines, so why shouldn't we see the same values in newspaper ROP color? Incidentally, are there any special reasons why color is more effective and more dynamic in newspapers than it is in magazines?"
- (k) "Our clients have increased their use of newspapers because of ROP color. In most cases, of course, if ROP color is not available, the copy is used in black and white."
- (l) "I won't think of any specific examples where use of newspapers was increased because of the availability of color. Obviously, the total amount spent in newspapers has increased in many instances because the program runs in color where it was originally planned for black and white in the same media."
- (m) "The tendency has been to give daily newspapers more consideration in everyday planning as a result of an increase in ROP color availabilities."

3.

Do you have any examples of clients who use newspaper space primarily due to the availability of ROP color?

- (a) "No, I can't think of a single one where the availability of ROP color has been a primary reason for the use of newspapers."
- (b) "No, but we do have some who have switched from black and white to ROP color giving newspapers a bigger share of the media budget than they would have had previously."
- (c) "We have one instance where a campaign for a period of six weeks was primarily due to the availability of ROP color."
- (d) "No, this is a valuable plus, but not the sole reason for which newspapers are bought."
- (e) "Snively Groves will embark on a program of ROP color for the first time. One of our beer accounts will increase newspaper because of color in a new campaign."
- (f) "None. Color is something added to the newspaper medium, not replacing it. If the newspapers could develop a 'talk newspaper,' they would then have something sensational that could change media buying habits. Color alone is not sensational. We accept it, we expect it."
- (g) "The Rath Packing Company uses a considerable amount of ROP color when it is available in the market it wishes to cover."
- (h) "The Scott Paper Company is relying heavily on color advertising in Sunday Supplements to introduce their new line of colored Scotties. Color availabilities in newspapers also provided a vehicle in which Lever Brothers could sell the new idea of colored Lux Soap now being introduced nationally. Two other advertisers, namely Ford and J. B. Williams, depend on daily newspapers to show their products in various color advertisements."
- (i) "Yes, we have one client who is making quite extensive tests in newspaper ROP 4 color. They have also run many promotions in newspaper ROP 4 color. However, this is not to the exclusion of other media, as color is also new in television and color has not made the strides in that media it must also be watched and experimented with."
- (j) "Yes, the last few years the availability of ROP color was the major factor in planning the newspaper promotions."

4.

Do you find that certain types of products are more inclined to benefit from the use of color than others?

- (a) "Yes, of course. Food products are the most obvious category and any product that has a distinctive color package to register."
- (b) "Almost any type of product can benefit from the use of color."
- (c) "Definitely. Products requiring label identification, limited appetite appeal, with a different variety of colors in products or labels, etc., benefit to a greater degree than products where color offers nothing but attention getting value."
- (d) "Any product can, at one time or another, use ROP color depending entirely upon the creative platform. We have necessarily shied away from using ROP color for illustrations of food because of unsatisfactory reproduction in some cases."
- (e) "Yes. Some products are generally items of low-unit cost, convenience items which normally do not receive high readership."
- (f) "Yes, especially newsworthy or featuring appetite appeal, or requiring extra brand identification."
- (g) "Possibly the greatest benefit is the ability to show either the original product in its identifiable package or the end product as it may look in the consumer's home. We have used color very successfully for food advertising where appetite appeal is important and for beer advertising where it has seemed necessary to create an atmosphere or a mood for the product."
- (h) "We feel that any product which uses color as a sales appeal is more stimulating when enhanced by color. For example—food and beverages gain appetite appeal, cosmetics present radiant proof, apparel and furniture appear in natural and harmonious settings, etc."
- (i) "Products with appetite appeal can benefit most from color, but this is true of color in any medium. The question that arises on other types of products or services is whether the premium cost for space plus the cost of color plates would be better invested in black and white in order to achieve continuity or to get bigger ads. Color for the sake of color is indefensible."
- (j) "Yes, we believe that there are certain natural opportunities and affinities in terms of product, package appeal and design which are factors in the use of color."
- (k) "ROP color is particularly suitable for food advertising. For one of our accounts, a meat packer, ROP color has an advantage in the illustration of meats of various kinds."

- (l) "We have used it on gasoline, food products, liquor products, cigarettes, and soap products. These, as you can see, are quite diversified classifications."
- (m) "Yes, food, primarily, and packaging using identifying colors or design particularly applicable. I prefer, however, to let the copy or merchandising people round out this one."
- (n) "From our own experience, we can list clothing, flowers and complete kitchens; but there are many other examples. This probably has greater application to full color than to spot color."

5.

What evidence do you have to support the fact that color is worth the additional premium?

- (a) "Starch reports give us some measurement of additional readership achieved by 4 color ads versus black and white ads. I recall a recent survey by Starch that reported that page 4 color ROP units had about 70% more ad noters than page ROP black and white."
- (b) "There are two factors to consider—the readership studies which indicate that readership premium is above the premium in cost, and the advertising of color for certain products, in lending impact to the selling message."
- (c) "The only evidence we have is from some fragmentary split-run readership studies that have been made available by various newspapers."
- (d) "No evidence except logic and readership figures."
- (e) "Simple, sales results."
- (f) "We have no quotable evidence."
- (g) "Creatively we feel that the extra cost is worth the increase. Our results to date, in terms of performance, have more than compensated for the increased cost."
- (h) "Nothing specific. We do believe that color is worth its cost, but this is based on intangibles rather than statistics. Incidentally, where are acceptable statistics to prove this point? As one example of the intangible value of color, during 1956, we introduced a frozen food line through ROP newspaper color primarily. Results were immediate and gratifying."
- (i) "Which additional premium do you mean—16% or 40%. This is the range in color premiums which we find and represents a big problem. There would seem to be a substantial amount of confused thinking on the part of publishers on this subject of pricing."
- (j) "The use of ROP color in food advertising is worth the additional premium due to the more attractive appetite appeal."
- (k) "I have continually been asking our copy research department to analyze newspaper ratings to determine if actual observation and readership increased in proportion to the premium paid. Apparently, there is not yet sufficient data to make this point."
- (l) "Outside of possible printing costs, very little tangible evidence to arrive at a definite figure or percentage across the board."
- (m) "Overall sales results, more cooperation from retailers, greater readership and longer recall value and more enthusiastic support of the advertising by sales staff."
- (n) "Our own agency studies and other readership studies have shown that when color is used, interest in ads is frequently greater than the cost increase over black and white advertising. Copy blocks and other segments of an ad are often noticed at a greater rate than the total noting of an ad. This is usually not true in the case of black and white advertisements."

6.

What problems do you experience in buying ROP color today?

- (a) "The problem of reserving space in advance—color availabilities are tight, especially Thursday and Friday. Most papers offer color only in full page units."
- (b) "Selection of market, selection of paper, selection of day of week, selection of size of advertisement, and cost ratio—black and white versus color."
- (c) "Securing information on the color reproduction facilities of all newspapers offering ROP color. We would consider it a great service if some method of rating newspapers could be furnished according to their excellence in reproduction."
- (d) "Availability, lack of continuity, non-standardization of color premium and space unit size. There is a problem of running color in major markets. Full color is not available in the New York market, whereas full page four color is available only in the Chicago Tribune. Such restrictions make it even more difficult for media and creative people to develop a campaign. Another example is seven columns versus a full page. We have found a case where the cost for seven columns full color actually costs more than a page full color. The

constant changes and lack of standardization among newspapers makes the buying of ROP color an extremely difficult task."

- (e) "Basically the lack of 4-color availability in certain major markets. Also the necessity of buying full page space in some markets. We also feel that some newspapers charge an exorbitant premium for color."
- (f) "We have experienced serious problems in securing ROP color space on ads ordered. Also good reproduction remains a problem."
- (g) "Availability and quality of reproduction."
- (h) "Lack of uniformity in color premiums in one newspaper to another. Lack of any uniformity whatsoever in color reproduction. The majority of papers requiring a color advertiser to conform to set-sized ads. This does not make for flexibility. Too frequently a color advertiser with a national ad scheduled for a good day will be ousted at the last minute because of a preponderance of retail advertisers in the newspaper. There are less papers accepting four color ROP in large markets than there are in small markets."
- (i) "Not all papers with color offer full color. Variations in color are great. I am sure standard colors are a current goal or should be. In some cases, there is a limit on the amount of ROP color available each day which requires flexible scheduling for an advertiser when timing might be important."
- (j) "The biggest problem today is poor printing, bad register, and poor color matching. The printing that Sunday Supplements deliver makes ROP color look like the pre-historic period of printing development. In addition, the premium for color makes the supplements look better from a basic cost standpoint. I think newspapers should worry more about the competition from these supplements right in their own back yard instead of looking at color as the answer to that bogeyman, television."
- (k) "The extreme range in color premiums represents a big problem."
- (l) "In some cases, it is not available on the day on which we would like to run our ads, and we find that some newspapers carry ROP color only on certain days of the week which may not be best suited for our clients. We have had considerable trouble with proper reproduction, but it is my belief that this problem is being solved by many newspapers today."
- (m) "The problem of getting complete and uniform information. Also the limited availability even in papers where they run color. Also definitely the problem of faithful reproduction. Also the problem of limited use of color—only one extra standard color versus the complete availability of everything up to four colors. The limitation in uniformity of sizes available for different units of color."
- (n) "We still experience occasional instances of less-than-perfect color reproduction. We wish more papers would take two color advertising in less than 1000 line units and would welcome a 500 line minimum."
- (o) "Lack of uniform requirements, such as minimum sizes, variation in reservation conditions, restriction to certain days of week in some papers, rate structure variations from flat rates to percentages, variations in reproduction or printing. All of these points make a great deal of detailed study and checking necessary."
- (p) "There are still many papers that do not accept color—still more that only accept two colors or restrict full color space to page units. There are still some problems on good color reproduction in spots."

7.

What factors do you consider in evaluating and selecting color newspapers?

- (a) "Basically, reproduction factors—register, shading, ink flow, and hard versus soft outlines. Also, does the market rate the extra cost?"
- (b) "The ability of the paper to reach the audience, reproduction, etc."
- (c) "The usual factors of coverage, cost per thousand, audience characteristics, duplication, quality of reproduction, advertiser recognition, etc."
- (d) "We consider the availability of good reproduction equipment as being most important."
- (e) "Standard measurements in analyzing newspapers plus previous experience in having used color in these papers."
- (f) "We purchase for the market first."
- (g) "If our creative planning indicates ROP color, we take our normal newspaper selections that we would use for black and white. Does availability of color change newspaper values?"
- (h) "The market, the character of the paper, the base rate, the quality of color, and the premium of color."
- (i) "The markets they serve and the availability of color on the days on which we prefer to run. For certain products, the papers in which we would like to run in some markets are not the papers that carry ROP color, and this presents a problem as to whether it is more important to use a 'B' paper with color or stay with an 'A' paper in black and white."
- (j) "Proportionate premium costs, availability of more than one color, ability for faithful reproduction, aspects in merchandising (extra

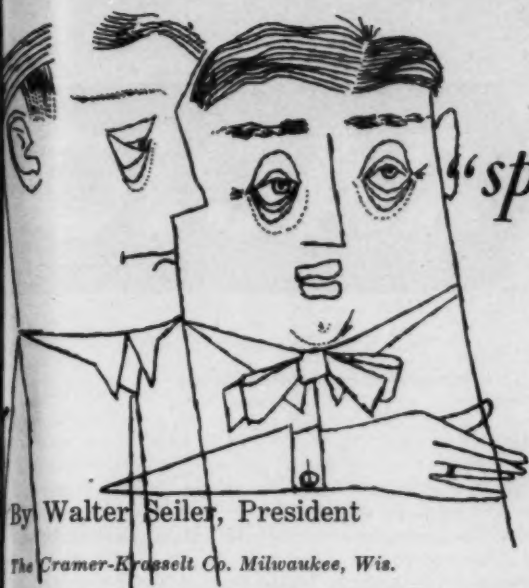
tear-sheet availability, etc.), size of market and expense in color printing."

- (k) "Same as evaluating for black and white basis plus actual printing of color from sample copies of papers and cost premium involved."
- (l) "Good color reproduction, size limitations, costs, plus the basic factors considered in the selection of newspapers."
- (m) "Does a given paper normally publish color editorially? If not, there might be a tendency for lack of handling and poor positioning and reproduction of a color ad in a newspaper that ordinarily does not handle color in its editorial make-up."
- (n) "The only factors we have considered are city size, circulation and reproduction where there is a choice of papers. Very shortly, we will be considering the premium cost as there will be more selectivity in buying ROP color."
- (o) "The paper is selected first for the quality of the editorial content and the coverage of the market. If color is not available in what we consider the No. 1 paper, we substitute black and white. There have been only one or two papers which offered ROP color which temporarily were taken off the color list because of inferior reproduction."
- (p) "Our own published list of above and below standard color reproduction. Also a paper that has a full page, or a 4 color minimum may have to be eliminated from a campaign of say 1000 lines in 2 colors."

8.

Assuming that dollar premium is one factor, what do you consider an acceptable premium? Do you establish any yardstick on maximum premiums?

- (a) "We wish newspapers would standardize on rate cards and color premiums. As a rule of thumb, we believe that ROP color premium should not exceed 35%."
- (b) "I think 20% to 25% is quite sufficient for two colors, and 35% to 40% for four colors."
- (c) "Acceptable premium is probably about 30% for four color. Anything over 50% is doubtful."
- (d) "We have arbitrarily set a limit for color premium—33% for one extra color and 50% for full color."
- (e) "If costs are not too far out of line and the market is wanted—it is bought. Our studies have shown the average 4 color premium to be 34% and the average 2 color premium to be 29%. This study covered medium size to large newspapers."
- (f) "We have not as yet established any yardstick on maximum dollar premiums."
- (g) "Considering the markets involved, any paper that is comparatively out of line by an applicable margin is dropped from consideration."
- (h) "Milline rates are reviewed. The value of each market is considered to determine whether the premium is too great."
- (i) "We accept a color premium in line with the color premiums that the magazine industry has used over the years. It's difficult to pinpoint this because of the varying production costs, and we try to be considerate of the newspaper problems in this respect. Over a period of time the premium for color cost will seek its own level depending on the production cost factors and the demand by advertisers."
- (j) "While we don't like to pay a premium of over 25% for the use of a second color, we also do not like to be arbitrary about this and have, on occasion, paid a higher premium."
- (k) "In our opinion, the premiums being charged by most papers are extremely satisfactory. As a rule, we do not establish a yardstick on maximum premiums; we will pay if the paper and market are right for the client's advertising."
- (l) "Except on one account, we have not established yardsticks on maximum premiums as a policy. The average premium for one extra color is approximately 25%. On the one account mentioned, we had set a maximum of 35% about which we decided not to use the second color even if it was available."
- (m) "It is difficult to try to justify an individual paper's higher premium if the average is running lower."
- (n) "This will vary considerably among large, medium, and small papers. Larger papers can afford to print color at a lower overall premium than medium or small newspapers. Just as in the case of color-gravure, some color rates may be higher than we feel justified in paying. This is a matter of individual evaluation for each paper considered."
- (o) "There is no standard yardstick that we use in establishing an acceptable premium for color. Many factors are involved in deciding whether a premium is too high; and, in the long run, these factors sometimes decide whether to run color regardless of premium. Certainly, if a newspaper offers an advertiser a favorable discount for running specific size of insertions as well as substantial frequency, the size of a premium on spot or four color advertising is in some cases considered unimportant."



By Walter Seiler, President

The Cramer-Krasselt Co. Milwaukee, Wis.

In the early 1900's, the buyer of space had to get along with only one basic tool—the N. W. Ayer Directory of Newspapers and Periodicals. It was up to the buyer to contact the publications for up-to-date rate cards, build his own rate file and keep it up to date. But that was only the start.

Few newspapers and periodicals were consistent on their rates. Many trade and technical publications apparently had no bottom to their rate structure.

a battle of wits

A buyer who paid card rates was as stupid as the person who expected to win money on a slot machine—and he was not long for his job. Buying space in a list of newspapers was a shrewd maneuver, a battle of wits. Representatives of rival newspapers were called in to bid against one another—and they did this with gusto. Quoted circulation figures meant nothing, since there was no Audit Bureau of Circulations and due to the lack of reliability of quoted circulations—the sky was the limit. No one believed the figures quoted for there was no means of verification.

rate cards a mile long

To add to the confusion, some newspapers had a rate card a mile long. The *New York Herald* had a different rate for every page, every day of the week, and every position on the page. There were special rates for island positions, positions alongside reading, and for reading on two sides. Then there were bulk rates and time discounts.

figure out the cost

The *Chicago Daily News* had different rates for headings, subheads, logotypes, and text matter. Only the auditor of the newspaper could figure out the cost of a schedule of advertisements—and only after he had seen proofs or after the advertisements had been published. Fifteen advertisements of the same size might each be given a different price tag.

“space buyers never had it so good”

Medical publications? Well, you just sent a wire to each one on the list, offering one-half to one-fourth the current rate, and demanding two, three or four advertisements free for each one paid, plus a free publicity notice in each issue—and you insisted on an acceptance by wire, which usually came in as fast as the wires could be handled. Then you worried for fear you had offered too much.

selling prestige

The so-called class magazine field was snooty. *Harpers*, *Century*, *Scribners*, the original *Life*, refused to even quote circulations. They condescendingly informed you that they were selling prestige—not circulation. To strengthen their position, a strange idea existed that the more erudite a subscriber was, the higher his purchasing power.

low in funds

When a mail order advertiser—and there were many of them in those days—got low in funds, the buyer had to beg free space to put his client back in business.

in pool or billiards

Of course, there were ways to bring a stubborn buyer back in line. The representative had a cute way of going over the head of the buyer by losing a sizable sum of money to the advertising manager in pool or billiards; pronto Mr. “Space Buyer” of the agency got a curt order to put the publication on the list with no questions as to rate. If this did not work, a gift of a shiny new automobile or a trip to Havana, all expenses paid, would usually do the trick.

ace in the hole

The shrewd representatives of publications had another ace in the hole that they could play when occasion demanded. If they could not scare or bribe an honest buyer, they got his boss a new car. That sometimes worked wonders.

you have it tough

So you, Mr. Today's Buyer, think you have it tough marshalling all of the exhaustive material at your disposal into a report justifying your selection of media. Well, you do have it tough. But it was a whole lot rougher struggling to gather media data that was unavailable, and having to base your case and the security of your job on getting a lower rate or a better deal than the buyer in some competing agency.

• • •



RICHARD S. PAIGE was born in Fitchburg, Mass., on Nov. 12, 1914, and attended Townsend Harris Hall High School and City College of New York.

Joining the Army in January, 1942, he rose from private to captain, last serving as property officer for the Quartermaster base depot servicing the Central Pacific Theatre.

Upon release from active duty in 1946, Mr. Paige joined the Schwerin program and commercial testing service as research head.

In 1950 he joined NBC-TV's research department in charge of audience measurements.

Last December, Mr. Paige left the NBC-TV sales planning and development forces to join the newly-launched North agency as media director. Within the past ten months he has been involved in the purchase of numerous network TV properties, network radio, spot TV, and extensive print schedules for North's clients.

Mr. Paige, who is a bachelor, lives on Chicago's lake front.

RADIO

By Richard S. Paige

Media Director, North Advertising, Inc. Chicago, Illinois

RADIO has been called "the world's liveliest corpse." The reason for this premature burial of radio is directly traceable to the unprecedented growth of television. The past year has seen some twitching of the corpse and strangely enough these twitches can also be traced to television. A look at the billing figures shows that radio's problems seem to have been concentrated in the network area rather than in the spot or local area. But the last year

Just three years ago in mid-1953 the situation was as follows: of a total of almost 44 million radio homes, about 24 million also owned a TV set. The remainder, almost 21 million, were radio-only homes—almost a 50-50 split.

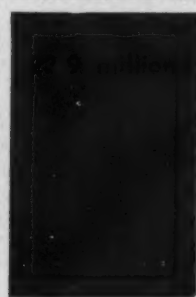
Today the situation is quite different: of a total of some 47½ million radio homes, 36½ million also own a TV set, and almost 11 million are radio-only homes—a 3 to 1 split in favor of TV.

1953 RADIO HOMES

Radio Only



Radio-TV



1956 RADIO HOMES

Radio Only



Radio-TV



a TV WORLD

has seen a startling about-face in major advertisers' use of network radio.

Some of the reasons behind this resurgence can be translated into meaningful and measurable media terms. Although the reasoning that follows is based upon why a major advertiser should consider using network radio, the same general thinking will apply at the lower expenditure levels resulting from using radio locally or on a spot basis. More factual data are available and the data are more

accurate on a national rather than a local basis, but there is no doubt that the overall story would be the same for individual markets as it is nationally.

But these figures, as interesting as they are, are only a part of the story. Let's see how the actual listening audience of a program breaks down in terms of radio-TV and radio-only homes. For this purpose, let us take the audience in a typical, top-rated daytime program. Incidentally, there are still openings on these high-rated radio programs.

1956 RADIO AUDIENCE

Radio Only

0.8 million

Radio-TV

0 million

In 1953 the audience to this program was well over 2 million homes with 1.1 million in the radio-TV home and 1.2 million in the radio-only home—once again, almost a 50-50 split.

1953 RADIO AUDIENCE

Radio Only

1.2 million

Radio-TV

1.1 million

Today the total audience has dropped to a little over 1½ million homes divided as follows: 1.0 million radio-TV homes and 600,000 radio-only homes—about a 6 to 4 split in favor of the radio-TV home.

There are many implications in this change of emphasis. For those of us who have to do media planning, it has meant a drastic overhaul in our thinking. *The important part of the radio audience are those homes who also own a TV set.* This change also represents an opportunity and this opportunity is being very carefully exploited today by many major advertisers.

The radio impression can be used to identify the TV impression. Or, to put it another way, radio's low cost can be used to add frequency to the relatively high cost of the television impression in television homes, and still not leave uncovered some 11 million radio-only homes that can be reached by TV only as "guest viewers" or can't be reached at all.

Just about a year ago the plans group at our agency went over this "new" dimension and some of its implications, especially in terms of the copy approach. It was felt that the radio copy should recall the television copy (for the radio-TV home), but at the same time should be able to stand by itself (for the radio-only home). At that time the head of the agency, Don Paul Nathanson, gave it a name—"transference of imagery."

It is quite obvious that this kind of use of radio cannot stand by itself:

- ... TV must be the basic buy.
- ... But, radio can be a most valuable and efficient supplement.

Let us see how this concept works out in practice. Let us assume you are a big-time TV advertiser comfortably settled down with two network properties and both doing quite well in terms of audience. And, let's assume your client is in the fortunate position of being able to fill out the commercial time with three different products or brands on each program.

PER SHARE	
Cost	Approximately \$20,000 a week.
Home Impressions	Approximately 10 million (5 million on each program, even if the programs are not in the very top bracket)
Different Homes	Reaching about 12 million different homes each week
Frequency	With the average home viewing 1.5 commercials.
Cost Per Thousand	At a C/B home impression of \$3.75.

Let us now assume that you are looking for greater frequency and greater "reach" for this brand and you contemplate adding another television impression. Also, let us assume you are fortunate enough to find room in the crowded nighttime television schedule to duplicate your other two buys. Your status would now be:

PER SHARE	
Cost	Approximately \$20,000 a week.
Home Impressions	Approximately 24 million a week.
Different Homes	About 15 million a week.
Frequency	1.5 per week.
Cost Per Thousand	\$111 \$3.75.

Let us now see what the status would be if you put only a part of this added money (say \$20,000) into network radio. This amount of money would enable you to buy network radio in saturation quantities on one, two or even three networks and would enable you to pick out some of the better-rated periods. Your status would now be:

PER SHARE	
Cost	Approximately \$20,000 a week.
Home Impressions	26 million a week. (Much, much greater than what a third TV share).
Different Homes	18 million a week.
Frequency	2.6 for the average viewing/listening home.
Cost Per Thousand	\$2.22—drastically reduced from \$3.75.

The numbers are all in favor of this kind of supplementary buying. But it is important to point out again that the needed plus is the integrated copy approach, that is, using the relatively low-cost radio impression to give added frequency to the very real effectiveness of the television impression.

The chart below summarizes the data arrived at by using two television programs, three television programs and two television programs plus radio.

PER SHARE	Two TV Shows		Three TV Shows		Two TV Shows Plus Radio	
	Weekly Cost	Weekly Home Impressions (Millions)	Weekly Cost	Weekly Home Impressions (Millions)	Weekly Cost	Weekly Home Impressions (Millions)
2 TV Shows	\$20,000	10.0	\$30,000	15.0	\$20,000	26.0
3 TV Shows	\$30,000	15.0	\$40,000	20.0	\$20,000	26.0
2 TV Shows Plus Radio	\$20,000	10.0	\$30,000	15.0	\$20,000	26.0

It is, of course, obvious that the proper balance between television and radio is dependent upon many factors. The particular combination used above was meant to illustrate a principle, but whatever balance is reached would still indicate that radio's future is looking up.

NEWSPAPERS Rate Changes, First Quarter, 1957

(One Time Flat Line Rate—U. S. Newspapers)

Circulation Groups	Number of Newspapers		Range of Increases		Median Changes
	Total	Increasing Rates	Low %	High %	
400,000 and over	21	10	3.0	12.5	5.9%
200,000 - 399,999	45	24	2.3	11.1	7.1%
100,000 - 199,999	50	21	2.9	22.2	7.0%
50,000 - 99,999	114	35	4.0	40.7	8.3%
25,000 - 49,999	151	34	5.0	16.7	8.7%
10,000 - 24,999	373	87	4.2	28.6	10.0%
9,999 and less	834	106	4.3	42.9	14.3%
TOTALS	1,588	317	2.3	42.9	

(Source: SRDS Newspaper Rates and Data, 1957.)

NEWSPAPERS During the first quarter of 1957, 20% of the newspapers increased their flat line rates, as compared to 22.2% in 1956. The median rate of increase ranged from 5.9% to 14.3% among the various circulation groups. Almost half of the newspapers with circulations in excess of 100,000 have had rate increases already in 1957, while less than one out of five of the newspapers with circulations less than 100,000 have raised their rates. The extent of the raises, however, is much greater for the smaller newspapers, as shown in the median rate change for each group.

BUSINESS PUBLICATIONS Rate Changes, First Quarter, 1957

(One Time, Black and White Page Rates—U. S. Business Publications)

Circulation Groups	Number of Business Papers		Range of Increases		Median Changes
	Total	Changing Rates	Low %	High %	
100,000 and over	37	10	9.2	25.0	12.6%
50,000 - 99,999	87	20	3.5	18.3	9.9%
25,000 - 49,999	211	45	4.4	32.2	14.6%
15,000 - 24,999	229	48	4.0	57.9	14.4%
10,000 - 14,999	261	50	4.4	233.3	14.3%
5,000 - 9,999	483	66	4.0	60.0	14.0%
1,500 - 4,999	332	39	5.3	66.7	12.0%
1,000 - 2,499	124	20	4.9	50.0	14.3%
999 and less	7	—	—	—	—
Circulation Not Given	187	*15	5.3	50.0	10.0%
TOTALS	1,958	*313	3.5	233.3	

* One publication lowered its rates 25%.

(Source: SRDS Business Publication Rates and Data, 1957.)

BUSINESS PAPERS Of the 1,958 business papers considered in this report, 313 or 16%, changed their rates during the first quarter of 1957. A year ago, 195 changed in the same period. The median rate of change ranged from 9.9% to 14.6% among the various circulation groups. A greater percentage of business papers with larger circulations (over 15,000) changed rates, than those with smaller circulations. The range of rate changes was greater for the smaller publications, but median rate changes were about the same for all circulation groups.

CONSUMER MAGAZINES Rate Changes, First Quarter, 1957

(One Time, Black and White Page Rates—U. S. Consumer Magazines)

Circulation Groups	Number of Magazines			Range of Changes		Median Changes
	Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %	
400,000 and over	19	18	1	-1.1	27.0	8.9%
200,000-1,999,999	14	14	—	4.9	20.0	9.1%
500,000- 999,999	25	25	—	5.0	83.3	8.3%
250,000- 499,999	17	15	2	-26.7	116.4	7.2%
125,000- 249,999	16	11	5	-46.2	50.4	15.0%
75,000- 124,999	10	10	—	4.0	56.5	15.0%
50,000- 74,999	5	5	—	12.5	47.4	20.1%
25,000- 49,999	5	5	—	20.0	100.0	56.3%
10,000- 24,999	5	5	—	9.6	89.7	41.7%
9,999 and less	1	1	—	—	14.3	14.3%
TOTALS	115	107	8	-46.2	116.4	

(Source: SRDS Consumer Magazine Rates and Data, 1957.)

CONSUMER MAGAZINES During the first quarter of 1957, 28.2% of the magazines changed their rates, while 17.9% did so in the first quarter of 1956. Among the circulation groups the median rate of change ranged from 7.2% to 56.3%. Not only did more magazines change their rates this year as compared to last year, but the changes, generally speaking, have been higher this year. As was typical with the other print media, the range and the median rate changes are greater for those magazines with lower circulation.

Media trends

Media/trends . . . is a regular service feature. It will keep readers informed of changes in media rates, policies or practices as such changes occur. From time to time Media/trends will attempt to predict what these changes portend for the future.

conducted by
Harry J. Johnson
Research Consultant

FIRST QUARTER 1957 RATE CHANGES

RADIO STATIONS Rate Change, First Quarter, 1957

ONE HOUR

(Most expensive one-hour one-time—U. S. Radio Stations)

Wattage	Number of Stations		Number	Increasing Range of Changes		Median	Number	Decreasing Range of Changes		Median
				Low	High			Low	High	
Total	Changing			%	%			%	%	
50,000 and over	92	5	4	4.0	20.0	15.6%	1	—	—40.0	—
10,000-49,999	79	6	5	8.3	50.0	17.6%	1	—	—34.0	—
5,000-9,999	485	34	16	8.3	150.0	25.0%	18	—3.9	—45.9	—31.3%
500-4,999	1,106	54	26	4.8	70.0	18.6%	30	—0.5	—50.0	—31.3%
499 and less	1,042	54	25	2.4	60.0	11.1%	29	—10.0	—58.3	—30.0%
TOTALS	2,804	155	76	2.4	150.0	—	79	—0.5	—65.9	—

ONE MINUTE

(Most expensive one-minute one-time—U. S. Radio Stations)

Wattage	Number of Stations		Number	Increasing Range of Changes		Median	Number	Decreasing Range of Changes		Median
				Low	High			Low	High	
Total	Changing			%	%			%	%	
50,000 and over	92	9	8	6.7	80.0	27.3%	1	—	—16.7	—
10,000-49,999	79	10	9	15.4	100.0	20.0%	1	—	—17.6	—
5,000-9,999	485	59	43	5.9	250.0	25.0%	16	—6.3	—43.8	—25.0%
500-4,999	1,106	83	44	4.0	100.0	25.0%	39	—0.4	—55.7	—26.7%
499 and less	1,042	67	35	5.0	100.0	25.0%	32	—4.2	—46.2	—20.0%
TOTALS	2,804	228	139	4.0	250.0	—	89	—0.4	—55.7	—

(Source: SRDS Spot Radio Rates and Data, 1957.)

RADIO STATIONS In the January, 1957 issue of Media/scope, it was reported that during 1956 radio appeared to be going through a transition period. This appears to be continuing into 1957. Of those showing a change about one-half of these stations increased hourly rates and the remainder decreased hourly rates. The median rate of change by watt-

age groups ranged from 25.0% increase to 31.3% decrease. On the one-minute basis, 8.1% of the stations changed their one-time rates. Of those showing a change, three out of five increased and two out of five decreased minute rates. The median rate of change ranged from 27.3% increase to 26.7% decrease.

TELEVISION STATIONS During the first quarter of 1957, 15.8% of television stations (UHF and VHF combined) changed their one-hour one-time rate as compared to 18.3% last year. The amount of the increases have been greater this year. Median rates of change for the VHF stations ranged from 9.8% to 33.3%. These are grouped by geographic regions.

Their one-minute one-time rates this year, in contrast to one out of five last year. The median rate of change varied from 14.3% to 33.3% for the VHF stations. The New England, East North Central and West North Central stations increased their rates more than in other sections of the country, and generally speaking, the median rate increases were higher.

Approximately one out of six television stations changed

TELEVISION STATIONS Rate Change, First Quarter, 1957

V. H. F.

(Most expensive one-hour one-time and one-minute one-time—U. S. UHF Television Stations)

Geographic Regions	Total Stations	Number Stations Increasing	One-Hour One-Time Rates Range of Changes		Median	Number Stations Increasing	One-Minute One-Time Rates Range of Changes		Median
			Low	High			Low	High	
			%	%			%	%	
New England	13	4	15.4	28.6	25.0%	4	20.0	28.6	25.0%
Middle Atlantic	27	3	7.9	33.3	17.6%	4	8.1	66.7	25.0%
East North Central	46	12	8.3	48.6	20.0%	12	15.9	33.3	25.0%
West North Central	52	13	5.8	150.0	20.0%	12	11.1	87.5	25.0%
South Atlantic	64	10	11.1	25.0	18.2%	11	10.0	50.0	25.0%
East South Central	26	4	10.0	35.3	25.0%	6	10.0	33.3	14.3%
West South Central	53	9	3.3	31.3	13.3%	11	6.7	50.0	16.7%
Mountain Pacific	38	5	15.4	33.3	33.3%	5	20.0	50.0	33.3%
Alaska, Guam, Hawaii and Puerto Rico	39	9	6.7	33.3	9.8%	44	9.5	33.3	17.6%
TOTALS	375	64	3.3	150.0	—	72	6.7	87.5	—

* One station lowered the hourly rate 18.8% and the minute rate 22.9%.

U. H. F.

(Most expensive one-hour one-time and one-minute one-time—U. S. UHF Television Stations)

Geographic Regions	Total Stations	Number Stations Increasing	One-Hour One-Time Rates Range of Changes		Median	Number Stations Increasing	One-Minute One-Time Rates Range of Changes		Median
			Low	High			Low	High	
			%	%			%	%	
New England	6	2	—	16.7	50.0	2	—	20.0	21.4
Mid Atlantic	18	2	—	—	25.0	2	—	25.0	30.0
East North Central	26	2	—	11.1	25.0	2	—	11.1	25.0
West North Central	2	—	—	—	—	—	—	—	—
South Atlantic	16	—	—	—	—	—	—	—	—
East South Central	5	—	—	—	—	—	—	—	—
West South Central	6	—	—	—	—	—	—	—	—
Mountain Pacific	—	—	—	—	—	—	—	—	—
TOTALS	87	7	—	11.1	50.0	7	—	11.1	30.0

* One station lowered the minute rate 31.8%.

(Source: SRDS Spot Television Rates and Data, 1957.)

SUMMARY OF

TELEVISION RATE CHANGES FOR 1956

A total of 197 of the original 329 VHF television stations in operation in January, 1956 showed rate increases during the year. The effect of these increases was to boost hourly costs for time on all stations by 11.6%. The 85 UHF stations in operation during 1956 increased their hourly time rates 9.7%.

Two hundred and twenty-one VHF stations—more than two out of three—changed their one minute costs. The composite increase on minute costs was, then, 17.6%. There were 34 VHF stations added during the year, which when combined with the original list, would produce an increase of 18% on the hourly basis and 24.7% on the minute basis. It may be significant to note that of these new stations, only one was located in a metropolitan area with more than a million people.

The largest gain in time costs was for the one minute-time rates in markets over a million population. (Markets for this report are metropolitan areas over a million population as reported in SRDS May, 1957 Television, Radio and Newspaper books, estimates of Consumer Markets.) Here, costs increased 25.4% during 1956. Already during the first quarter of 1957, the total one minute costs in the over-a-million population markets have increased 5.5% over the beginning of the years levels.

There are a variety of factors that have influenced the rise in television rates during 1956. A major part of the

rate increases may be attributed to greater potential audiences. During 1956 total households increased approximately 1,000,000 and coupled with a rise in the percentage of homes with television, produced a sizable increase in the number of homes that can receive television programs. According to trade reports, practically every spot in the country is now within reach of television. In addition, there is a trend toward multiple sets, not to mention the attention given to color telecasting. Operating costs have continued to rise. Increases in labor costs, equipment prices, etc. have had an influence on the rise in rates. Limited availabilities, particularly shortage in time available for spot announcements, have contributed to the upward trend of television time costs.

As pointed out earlier, rates increased steadily during 1956 and the rise has continued into 1957. Advertisers and agencies do expect television costs to increase when the new fall rates are announced but buyers, generally speaking, feel that the rate of increase will slacken during the latter part of 1957. Perhaps the controversy between national and local rates will have some effect on slowing down rate increases this year. Also increased competition between various stations as well as increased competition from other media, radio, newspapers and magazines will tend to slow down the upward trend on television time rates.

• • •

CUMULATIVE COSTS FOR ALL U. S. VHF TELEVISION STATIONS IN OPERATION DURING THE ENTIRE YEAR 1956

(Most expensive one hour-one time and one minute-one time rates)

	January 1957			January 1956			Percentage Change 1957/1956	
	Number Stations	One Hour	One Minute	Number Stations	One Hour	One Minute	Hour	Minute
Total U. S.	329	\$249,134.00	\$56,294.00	329	\$223,230.00	\$47,851.50	11.6	17.6
New England	12	10,050.00	2,415.00	12	9,450.00	2,020.00	16.9	19.6
Middle Atlantic	26	50,250.00	11,000.00	26	44,350.00	9,810.00	13.3	12.1
East North Central	43	46,144.00	11,106.50	43	42,030.00	9,202.00	9.8	20.7
West North Central	50	26,335.00	5,967.00	50	23,000.00	4,907.00	14.5	21.6
South Atlantic	57	33,990.00	7,525.00	57	30,525.00	6,412.50	11.4	17.3
East South Central	21	12,445.00	2,715.00	21	10,800.00	2,242.50	15.2	21.1
West South Central	52	23,870.00	5,260.00	52	21,735.00	4,742.00	9.8	10.9
Mountain	34	11,100.00	2,468.00	34	10,140.00	2,133.00	9.5	15.7
Pacific	34	33,950.00	7,837.50	34	31,200.00	6,382.50	8.8	22.8

CUMULATIVE COSTS FOR ALL U. S. UHF TELEVISION STATIONS IN OPERATION DURING THE ENTIRE YEAR 1956

(Most expensive one hour-one time and one minute-one time rates)

	January 1957			January 1956			Percentage Change 1957/1956	
	Number Stations	One Hour	One Minute	Number Stations	One Hour	One Minute	Hour	Minute
Total U. S.	85	\$ 26,983.15	\$ 5,502.65	85	\$ 24,589.65	\$ 4,857.50	9.7	13.3
New England	6	2,550.00	570.00	6	2,100.00	460.00	21.4	23.9
Middle Atlantic	16	5,350.00	1,077.50	16	4,550.00	877.50	17.6	22.8
East North Central	26	8,475.00	1,685.00	26	7,800.00	1,525.00	8.7	10.5
West North Central	2	550.00	90.00	2	550.00	90.00
South Atlantic	16	3,999.65	784.50	16	3,999.65	799.50	1.9
East South Central	5	1,268.50	250.65	5	1,015.00	202.50	25.0	23.8
West South Central	6	1,400.00	250.00	6	1,250.00	240.00	12.0	4.2
Mountain
Pacific	8	3,390.00	795.00	8	3,325.00	713.00	2.0	11.5

(Source: SRDS Spot Television Rates and Data, January 1956 and January 1957 issues)

RADIO STATIONS Rate Change, First Quarter, 1957

ONE HOUR

(Most expensive one-hour one-time—U. S. Radio Stations)

Wattage	Increasing			Decreasing			Median		
	Range of Changes			Range of Changes			Range of Changes		
	Number	Stations	Number	Low	High	Median	Number	Low	High
Total	Changing			%	%			%	%
50,000 and over	92	5	4	4.0	20.0	15.6%	1	—	40.0
10,000-49,999	79	6	5	8.3	50.0	17.6%	1	—	34.0
5,000- 9,999	485	34	16	8.3	150.0	25.0%	18	— 3.9	— 65.9
500- 4,999	1,106	56	26	4.8	70.0	18.6%	30	— 0.5	— 50.0
499 and less	1,042	54	25	2.4	60.0	11.1%	29	—10.0	—58.3
TOTALS	2,804	155	76	2.4	150.0		79	— 0.5	—65.9

ONE MINUTE

(Most expensive one-minute one-time—U. S. Radio Stations)

Wattage	Increasing			Decreasing			Median		
	Range of Changes			Range of Changes			Range of Changes		
	Number	Stations	Number	Low	High	Median	Number	Low	High
Total	Changing			%	%			%	%
50,000 and over	92	9	8	6.7	80.0	27.3%	1	—	16.7
10,000-49,999	79	10	9	15.4	100.0	20.0%	1	—	17.6
5,000- 9,999	485	59	43	5.9	250.0	25.0%	16	— 6.3	—43.8
500- 4,999	1,106	83	44	4.0	100.0	25.0%	39	— 0.4	—55.7
499 and less	1,042	67	35	5.0	100.0	25.0%	32	— 4.2	—46.2
TOTALS	2,804	228	139	4.0	250.0		89	— 0.4	—55.7

(Source: SRDS Spot Radio Rates and Data, 1957.)

RADIO STATIONS In the January, 1957 issue of Media/scope, it was reported that during 1956 radio appeared to be going through a transition period. This appears to be continuing into 1957. Of those showing a change about one-half of these stations increased hourly rates and the remainder decreased hourly rates. The median rate of change by watt-

age groups ranged from 25.0% increase to 31.3% decrease. On the one-minute basis, 8.1% of the stations changed their one-time rates. Of those showing a change, three out of five increased and two out of five decreased minute rates. The median rate of change ranged from 27.3% increase to 26.7% decrease.

TELEVISION STATIONS During the first quarter of 1957, 15.8% of television stations (UHF and VHF combined) changed their one-hour one-time rate as compared to 18.3% last year. The amount of the increases have been greater this year. Median rates of change for the VHF stations ranged from 9.8% to 33.3%. These are grouped by geographic regions.

Approximately one out of six television stations changed

their one-minute one-time rates this year, in contrast to one out of five last year. The median rate of change varied from 14.3% to 33.3% for the VHF stations.

The New England, East North Central and West North Central stations increased their rates more than in other sections of the country, and generally speaking, the median rate increases were higher.

TELEVISION STATIONS Rate Changes, First Quarter, 1957

V. H. F.

(Most expensive one-hour one-time and one-minute one-time—U. S. UHF Television Stations)

Geographic Regions	One-Hour One-Time Rates					One-Minute One-Time Rates				
	Total Stations	Number Stations	Range of Changes			Number Stations	Range of Changes			
		Increasing	Low %	High %	Median		Increasing	Low %	High %	Median
New England	13	4	15.4	28.6	25.0%	4	20.0	28.6	25.0%	
Middle Atlantic	27	3	7.9	33.3	17.6%	4	8.1	66.7	25.0%	
East North Central	46	12	8.3	48.6	20.0%	12	15.9	33.3	25.0%	
West North Central	52	13	5.8	150.0	20.0%	12	11.1	87.5	25.0%	
South Atlantic	64	10	11.1	25.0	18.2%	11	10.0	50.0	25.0%	
East South Central	26	4	10.0	35.3	25.0%	6	10.0	33.3	14.3%	
West South Central	58	9	3.3	31.3	13.3%	11	6.7	50.0	16.7%	
Mountain	38	5	15.4	33.3	33.3%	5	20.0	50.0	33.3%	
Pacific	39	*3	6.7	33.3	9.8%	*4	9.5	33.3	17.6%	
Alaska, Guam, Hawaii and Puerto Rico	12	1		25.0		1		30.0		
TOTALS	375	*64	3.3	150.0		*72	6.7	87.5		

* One station lowered the hourly rate 18.8% and the minute rate 22.9%.

U. H. F.

(Most expensive one-hour one-time and one-minute one-time—U. S. UHF Television Stations)

Geographic Regions	One-Hour One-Time Rates				One-Minute One-Time Rates			
	Range of Changes				Range of Changes			
	Number	Stations	Low	High	Number	Stations	Low	High
Total	Increasing		%	%	Increasing		%	%
New England	6	2	16.7	50.0	2	20.0	21.4	
Middle Atlantic	18	2	—	25.0	2	25.0	30.0	
East North Central	26	2	11.1	25.0	2	11.1	25.0	
West North Central	2	—	—	—	—	—	—	
South Atlantic	16	—	—	—	—	—	—	
East South Central	5	—	—	—	—	—	—	
West South Central	6	—	—	—	—	—	—	
Mountain	—	—	—	—	—	—	—	
Pacific	8	1	—	16.7	*1	—	16.7	
TOTALS	87	7	11.1	50.0	7	11.1	30.0	

* One station lowered the minute rate 31.8%.

(Source: SRDS Spot Television Rates and Data, 1957.)

SUMMARY OF

TELEVISION RATE CHANGES FOR 1956

A total of 197 of the original 329 VHF television stations in operation in January, 1956 showed rate increases during the year. The effect of these increases was to boost hourly costs for time on all stations by 11.6%. The 85 UHF stations in operation during 1956 increased their hourly time rates 9.7%.

Two hundred and twenty-one VHF stations—more than two out of three—changed their one minute costs. The composite increase on minute costs was, then, 17.6%. There were 34 VHF stations added during the year, which when combined with the original list, would produce an increase of 18% on the hourly basis and 24.7% on the minute basis. It may be significant to note that of these new stations, only one was located in a metropolitan area with more than a million people.

The largest gain in time costs was for the one minute-time rates in markets over a million population. (Markets for this report are metropolitan areas over a million population as reported in SRDS May, 1957 Television, Radio and Newspaper books, estimates of Consumer Markets.) Here, costs increased 25.4% during 1956. Already during the first quarter of 1957, the total one minute costs in the over-a-million population markets have increased 5.5% over the beginning of the years levels.

There are a variety of factors that have influenced the rise in television rates during 1956. A major part of the

rate increases may be attributed to greater potential audiences. During 1956 total households increased approximately 1,000,000 and coupled with a rise in the percentage of homes with television, produced a sizable increase in the number of homes that can receive television programs. According to trade reports, practically every spot in the country is now within reach of television. In addition, there is a trend toward multiple sets, not to mention the attention given to color telecasting. Operating costs have continued to rise. Increases in labor costs, equipment prices, etc. have had an influence on the rise in rates. Limited availabilities, particularly shortage in time available for spot announcements, have contributed to the upward trend of television time costs.

As pointed out earlier, rates increased steadily during 1956 and the rise has continued into 1957. Advertisers and agencies do expect television costs to increase when the new fall rates are announced but buyers, generally speaking, feel that the rate of increase will slacken during the latter part of 1957. Perhaps the controversy between national and local rates will have some effect on slowing down rate increases this year. Also increased competition between various stations as well as increased competition from other media, radio, newspapers and magazines will tend to slow down the upward trend on television time rates.

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CUMULATIVE COSTS FOR ALL U. S. VHF TELEVISION STATIONS IN OPERATION DURING THE ENTIRE YEAR 1956

(Most expensive one hour-one time and one minute-one time rates)

	January 1957			January 1956			Percentage Change 1957/1956	
	Number Stations	One Hour	One Minute	Number Stations	One Hour	One Minute	Hour	Minute
Total U. S.	329	\$249,134.00	\$56,294.00	329	\$223,230.00	\$47,851.50	11.6	17.6
New England	12	10,050.00	2,415.00	12	9,450.00	2,020.00	16.9	19.6
Middle Atlantic	26	50,250.00	11,000.00	26	44,350.00	9,810.00	13.3	12.1
East North Central	43	46,144.00	11,106.50	43	42,030.00	9,202.00	9.8	20.7
West North Central	50	26,335.00	5,967.00	50	23,000.00	4,907.00	14.5	21.6
South Atlantic	57	33,990.00	7,525.00	57	30,525.00	6,412.50	11.4	17.3
East South Central	21	12,445.00	2,715.00	21	10,800.00	2,242.50	15.2	21.1
West South Central	52	23,870.00	5,260.00	52	21,735.00	4,742.00	9.8	10.9
Mountain	34	11,100.00	2,468.00	34	10,140.00	2,133.00	9.5	15.7
Pacific	34	33,950.00	7,837.50	34	31,200.00	6,382.50	8.8	22.8

CUMULATIVE COSTS FOR ALL U. S. UHF TELEVISION STATIONS IN OPERATION DURING THE ENTIRE YEAR 1956

(Most expensive one hour-one time and one minute-one time rates)

	January 1957			January 1956			Percentage Change 1957/1956	
	Number Stations	One Hour	One Minute	Number Stations	One Hour	One Minute	Hour	Minute
Total U. S.	85	\$ 26,983.15	\$ 5,502.65	85	\$ 24,589.65	\$ 4,857.50	9.7	13.3
New England	6	2,550.00	570.00	6	2,100.00	460.00	21.4	23.9
Middle Atlantic	16	5,350.00	1,077.50	16	4,550.00	877.50	17.6	22.8
East North Central	26	8,475.00	1,685.00	26	7,800.00	1,525.00	8.7	10.5
West North Central	2	550.00	90.00	2	550.00	90.00	-----	-----
South Atlantic	16	3,999.65	784.50	16	3,999.65	799.50	-----	1.9
East South Central	5	1,268.50	250.55	5	1,015.00	202.50	25.0	23.8
West South Central	6	1,400.00	250.00	6	1,250.00	240.00	12.0	4.2
Mountain	-----	-----	-----	-----	-----	-----	-----	-----
Pacific	8	3,390.00	795.00	8	3,325.00	713.00	2.0	11.5

(Source: SRDS Spot Television Rates and Data, January 1956 and January 1957 issues)

SHOULD NEWSPAPERS BE A BASIC MEDIUM FOR NATIONAL ADVERTISERS?

By Clifford S. Samuelson

Director of Grocery Products Advertising
General Mills, Inc.
Minneapolis, Minnesota



CLIFFORD S. SAMUELSON is a native of Minneapolis. He attended the University of Minnesota and Harvard Business School. After serving as publicity secretary for the Minneapolis Civic and Commerce Association, he began his association with General Mills 26 years ago. He has directed each individual departmentalized operation within the General Mills' advertising departments, including media, research, promotion, radio shows, accounting and even union relations.

Active in various advertising and selling associations, he is currently chairman of the Association of National Advertisers' Committee on Advertising Planning, Evaluation and Control.

Mr. Samuelson lives on a 300 acre farm about 20 miles from Minneapolis, and—when time permits—follows his hobby of hunting.

ANY BUSINESS must look with grave concern when competitive progress is not maintained even though the windfalls of a rising economy seem to spell success. In an expanding and inflationary economy, we are too apt to consider our current income and profit as a measure of our success.

If I were in the newspaper field, I would look with considerable misgivings at the percentage decline of the national advertising dollar in newspapers. It is true that newspapers had a good year in 1956. They still constitute about 34 percent of the dollars being spent by advertisers. However, is this the true story?

In 1950, 9 and 3/10ths percent of the total national advertising dollar was spent in newspapers. This had declined to 8 and 3/10ths percent in 1955. Preliminary figures for 1956 indicate that the overall gain in national advertising dollars was ten percent over 1955. Newspapers, on the other hand, apparently gained slightly less than nine percent of this revenue. Therefore, indications are that, while total revenue is increasing, newspapers are continuing to lose ground percentage-wise in the national advertising field.

What are some of the facts that are being critically evaluated by any astute national advertiser?

The job of marketing goods is changing. We are familiar with statistics regarding our accelerated birth rates; population shifts from rural to urban areas; the movement to the suburbs.

Among other things, we are witnessing large and important retailing groups moving into more restricted controls. For instance, a very important group of leading executives in the grocery field confidentially forecast that by 1960 over 75 percent of the total retail grocery business might be controlled by as few as twelve basic buying groups. Therefore, many of the businesses that we have heretofore classified as "local," through mergers, are becoming regional and national in their management and control.

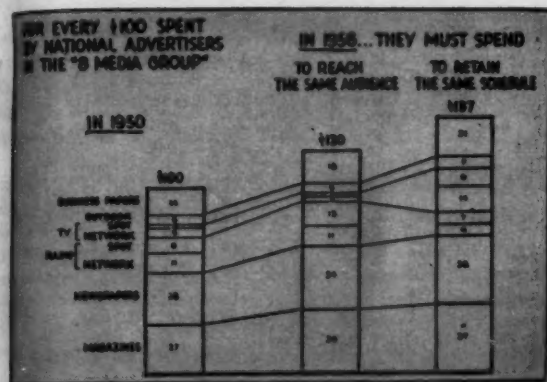
We also note that advertising continues to mount in its physical proportions. Recent reports indicate current total advertising expenditures at the rate of 10 billion dollars per year. Forecasts for 1957 indicate that this 10 billion dollar figure will be exceeded. In this highly competitive battle for consumer choice, no budget, regardless of the size of the brand's appropriation, is sufficient for dominance in any one or two of leading available media.

Ad Costs Up 20% Since 1950

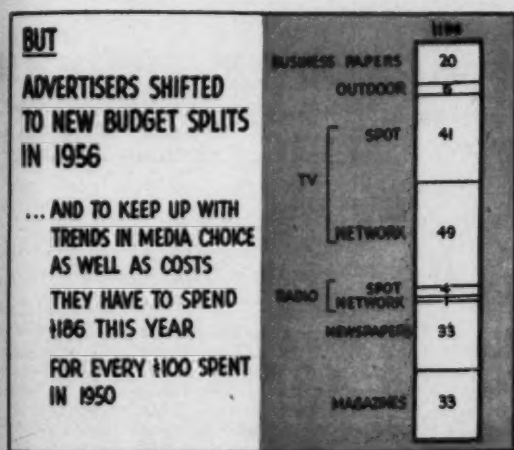


Everything that we have seen in the national advertising picture indicates that further concentration of advertising by brands is materializing. I would be gravely concerned if, in my appraisal of this situation, I came to the conclusion that my medium was not considered as one of the primary conveyances for a dominating advertising schedule.

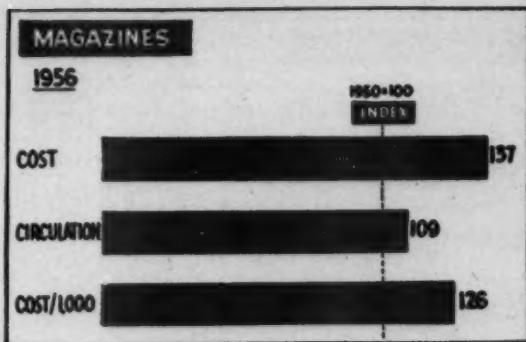
Since 1950, advertising costs have risen by approximately 20 percent. For every one dollar invested in advertising space in 1950, the advertiser, on the average, must have invested \$1.20 in 1956 to reach the same number of people—and will have to invest more than this amount in 1957. To put it another way—in the same period of time the purchasing value of the 1950 advertising dollar has dropped to only 83 cents. This evaluation does not take into consideration any acceleration in advertising investments that may be necessary to successfully implant a message in the face of the rising volume of total advertising pressures exerted against potential customers.



Using as a benchmark the so-called "average" national advertiser who spends his appropriation among eight so-called basic media (that is, magazines, business papers, outdoor, spot television, network television, spot radio, network radio and newspapers), we find that he will have to spend—for every \$100 in 1950—\$120 to reach the same number of people with the same budget split. If this advertiser wishes to maintain the same space and time schedule he must spend \$137 in 1956 to get what \$100 bought in 1950.



This chart shows what actually happened to budgeted and media splits by national advertisers in 1956. Advertisers, recognizing the advantages of new media, such as television, have rapidly climbed on the bandwagon. Naturally, national advertisers are anxious to buy space and time where they are assured of a larger audience—the only catch being that these new channels of advertising are more expensive, overall, than the old. Because advertisers in 1956 used greater proportions of the more expensive media, their cost, for every \$100 spent in 1950, was \$186.

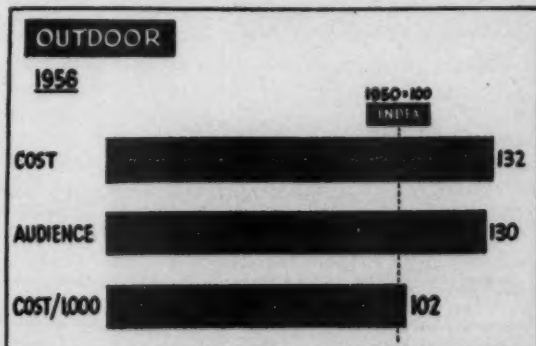


	Magazine Cost Index	Circulation Index	Cost Per Thousand Index
1946	76	86	88
1950	100	100	100
1951	106	102	104
1952	117	105	111
1953	121	108	112
1954	127	109	116
1955	131	110	119
1956	137	109	126

SOURCE: Magazine Advertising Bureau.

Let's take a quick look at the major media.

Forty-three or more magazines are surveyed each year by the Magazine Advertising Bureau. These magazines account for about 90 percent of all magazine advertising. (The 1950 index figure of 100 represents the average black and white page rate. The heavy black horizontal bars show the 1956 comparison over 1950—in terms of average cost, circulation, and cost per M for such black and white pages.) It will be noted that audiences for magazines are increasing at a slower rate than cost. The cost is \$137 versus \$100 to buy the 1950 schedule, but the advertiser does reach more people—9 percent more today—than in 1950. Note that the resulting cost per thousand is up 26 percent.

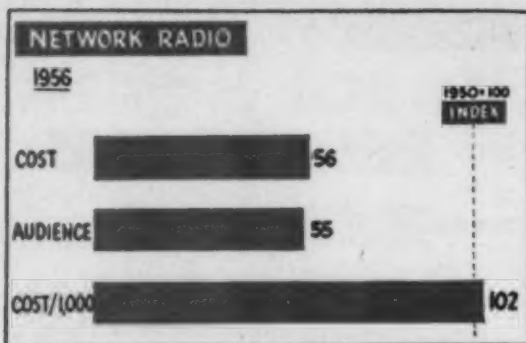


	Outdoor Advertising Cost Index	Index of Motor Vehicle Registrations	Index of Cost Related to Motor Vehicle Registrations
1946	81	70	116
1950	100	100	100
1951	102	106	96
1952	110	109	101
1953	112	114	98
1954	117	119	98
1955	123	125	98
1956	132	130	102

SOURCE: Outdoor Advertising Inc., and Government Reports on Motor Vehicle Registration.

This chart is based on a monthly cost of "100 showing" and motor vehicle registration. The cost per thousand automobiles registered can be used only as a relative index for comparisons between years.

This chart shows that the costs for outdoor have been going up at about the same rate as the audience (registrations). While the cost per thousand remains about the same, increased mechanical costs have boosted 1950's \$100 up to \$132—just to maintain schedules.

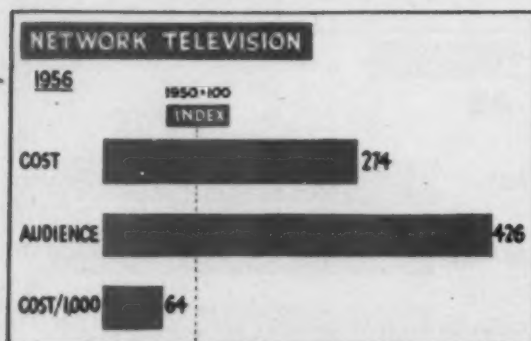


	Network Radio Cost Index	Index of Home Hours of Radio Use Per Day	Cost Per Million Home Hours Index
1946	96	81	118
1950	100	100	100
1951	101	91	111
1952	83	78	103
1953	64	74	86
1954	64	67	95
1955	56	60	93
1956	56	55	102

SOURCE: A. C. Nielsen and One-Time Hourly Network Rates.

1950 figures represent the one-time hourly network radio rate, millions of home hours of radio use, and cost per million home hours. Here we have a switch in the pattern. The time that cost \$100 in 1950 can be bought for \$56 in 1956—but the home hours of listening have dropped even faster—to 55 percent of 1950.

If we bought network radio in 1956 we would have bought almost twice as much time for the same money as spent in 1950—but would have reached only the same number of sets. The drop in persons listening, versus sets tuned in, was even greater than the charts show.

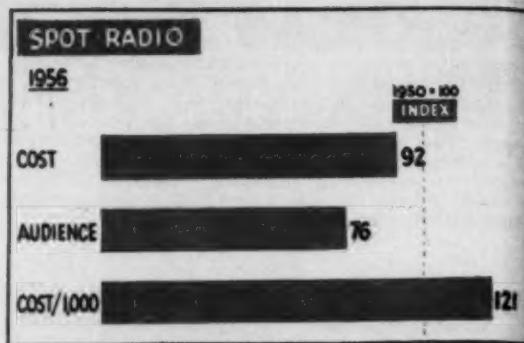


	Corrected Index of All Network TV Costs	Index of Home Hours of TV Use	Corrected Index of Cost Per Million Home Hours of TV Use
1950	100	100	100
1951	139	160	87
1952	191	214	89
1953	208	270	77
1954	222	318	70
1955	254	374	68
1956	274	426	64

SOURCE: A. C. Nielsen and Network Hourly Rates.

Figures for 1950 represent network television hourly rates and millions of home hours of television use per day. All time/cost figures include the cost of talent and production which has dropped from \$143 per \$100 of time in 1950, to \$75 for talent and production per \$100 in time in 1954. 1955 and 1956 have stayed the same. Television since 1950 shows a 4X increase in home hours in use, while cost per million home hours has dropped. Still it takes \$274 in 1956 television dollars to equal \$100 in 1950.

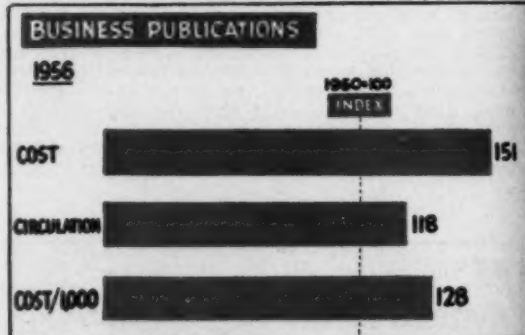
Incidentally, television talent costs are apparently mounting at a faster current rate than time costs.



	Daytime Spot Radio Cost Index	Index of Day-time Home Hours of Radio Use	Index of Cost Per Million Day-time Home Hours of Radio Use
1946	78.8	81	97
1950	100.0	100	100
1951	104.2	96	109
1952	105.6	85	124
1953	105.3	82	128
1954	104.6	81	129
1955	93.8	79	119
1956	92.0	76	121

SOURCE: Katz Agency Representing 38 Radio Stations.

The 1950 index of 100 represents the daytime spot radio cost and daytime home hours of radio use. We can see that only 92 1956 dollars buy the same time as \$100 did in 1950—but the audience is down to 76 versus 100 so actually the cost per thousand is up from 100 to 121.



	Business Paper Cost Index	Circulation Index	Cost Per Thousand Index
1946	81	79	103
1950	100	100	100
1951	109	103	106
1952	110	105	105
1953	112	108	104
1954	118	111	106
1955	125	115	109
1956	151	118	128

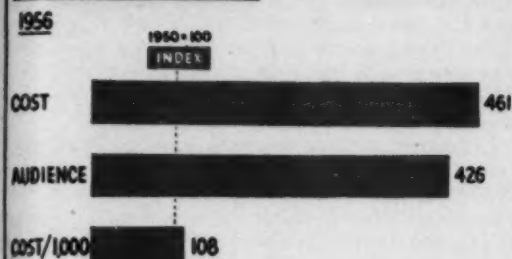
SOURCE: McGraw-Hill Publishing Company.

This particular chart is a significant one for the industrial advertiser who has a substantial investment in business publications. Here we note a very constant cost per thousand pattern up to the 1956 figure. We also note a 19 percent increase in the 1955-56 comparison. This, of course, is reflected in the 26 percent increase in space cost and only a 3 percent rise in circulation.

It all boils down to the fact that the advertiser must spend \$151 to maintain his \$100 1950 schedule. Because the audience is 18 percent larger than in 1950, the advertiser must have increased his \$100 1950 cost per thousand figure by \$28 to just stay even with the 1950 program.

Comparable data has been compiled in all media areas and, within any single classification, similar divisions are made for comparative purposes. In all of competitive media, we note the impact of rising cost factors that increasingly dictate extremely careful selection of media to help offset the shrinking value of the dollar.

SPOT TELEVISION

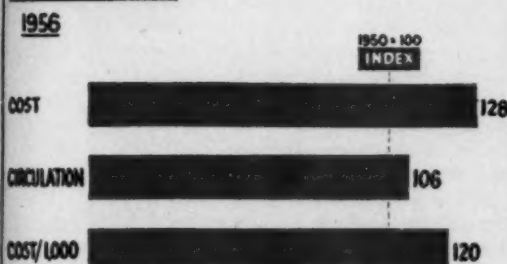


	Cost Index Spot TV Time	Index of Home Hours of TV Use	Index of Cost Per Million Home Hours of TV Use
1950	100	100	100
1951	170	160	106
1952	243	214	113
1953	280	270	103
1954	344	318	108
1955	331	374	104
1956	461	426	108

SOURCE: A. C. Nielsen and Spot Hourly Rates.

Here we have a case where audience has increased at almost the same rate as cost. The net result is a cost per million home hours of television use of 108—up only 8 percent since 1950.

NEWSPAPERS



	Newspaper Cost Index	Circulation Index	Cost Per Million Index
1946	84	96	87
1950	100	100	100
1951	106	101	105
1952	112	102	110
1953	118	103	115
1954	120	103	117
1955	124	105	118
1956	128	106	120

SOURCE: Association of National Advertisers.

The 1950 newspaper figures were determined by using the average open line rate and the average net paid circulation of all United States English language newspapers. Newspaper rates are rising faster than circulation—the advertiser will have to pay an increasingly larger cost per thousand. For every \$100 invested in 1950 the advertiser has to pay 28 percent more—and for an audience only 6 percent larger. Newspaper costs per M are up at approximately the same level as total advertising costs.

All of this illustrates that far more and better information is available today, even to the local advertiser, to assist in making more efficient appraisals of the advertising investment.

THE ADVANTAGES OF NEWSPAPER ADVERTISING

Let us examine the newspaper advertising situation a little more closely. I am convinced that many large national advertisers want to make more use of newspapers to advertise their products. They are aware of the advantages that newspapers offer:

1. Local penetration—in most cases a very deep penetration.
2. The printed word, which is a physical lasting message as compared with the quickly passing broadcast message.
3. The believability inherent in the printed word.
4. The merchandising that local media can provide.
5. The prestige which an outstanding local newspaper carries and which can "rub off" onto a product.
6. The flexibility that newspapers offer in fitting the distributive pattern of the advertisers. This applies to variations needed in advertising appeals because of local differences, as well as the varying levels of market preference encountered by any brand, and the variations in competitiveness pressured by markets.
7. The ability of newspaper advertising to rapidly adapt itself to any required changes in marketing strategy.

SOME NEWSPAPER DISADVANTAGES

But many large national advertisers, to all intent and purpose, do not use local newspapers, and many others not very extensively. What are some of the reasons? There are many media reasons:

1. Newspaper circulation has not kept pace with population. (Even though possibly in some communities it has kept pace, these examples are few.)
2. The newspapers have not priced themselves competitively. Possibly in trying to retain a low cost per thousand, they have been unable to provide the incentive of large quantity discounts to the large national advertiser.

An advertiser does not (or should not) be guided solely by numbers. He desires the right audience, with proper frequency, in the environment best suited to the product and message. However, sophisticated media buyers recognize that there are many ways and places to tell the message. Therefore, the economy of advertising, through media that offers advantageous rate structures, are the ones that advertisers migrate toward.

Newspapers recognize the philosophy of quantity discounts with their local advertisers. They encourage continuity and frequency of advertising by sliding scale discounts for department stores and retail grocery advertisers. Would it not be well to consider this same procedure for the national advertiser?

OTHER MEDIA OFFER INCENTIVES

Many leading national magazines have added marked incentives for increased advertising volume. LOOK Magazine, for instance, offers a 33 and 1/3rd percent discount in a specified combination of 91 pages. LIFE currently offers a discount of 17 percent for approximately 52 pages. The Sunday Supplements are giving stronger inducements to the national advertiser. For instance, the advertiser can build up to a 21 percent discount in THIS WEEK and a 30 percent discount in AMERICAN WEEKLY, together with other very alluring incentives.

The television networks make possible a number of combinations with specific advantages for volume or continuity.

The newspaper industry as a whole (and there have been marked exceptions to this) has not adjusted itself to the

tempo of the times, and is not taking those steps which will enable it to build into a first-line position for attacking national advertising appropriations and annexing a greater portion to the newspaper field.

RATE DIFFERENCES EXCEED REASONABLE COST ANALYSIS

3. Newspapers do not offer the same rate to all advertisers. The local advertiser's benefit is not granted the national advertiser. This has been a primary subject for discussion between the national advertiser and the newspaper.

Newspapers are noted for the independence of their individual approach to the rate structural situation. We realize that the cost for the production of a newspaper and the units of space involved, vary between markets and are, in part, dependent upon the circulation involved. However, the marked differences between rates of newspapers within the same approximate total circulation group exceed any reasonable cost analysis. There is no apparent relationship in cost variations related to total circulation.

My company is currently experimenting with extensive ROP color operations in several cities. In doing so, we have recognized that ROP costs are great. The premium for four-color is approximately 50 percent. The costs-per-thousand on ROP color in the first fifty markets of the United States vary from \$5.34 per thousand to \$18.84 per thousand, with no semblance of relationship to the size of the market or the circulation of the paper. We are very conscious of the fact that in Sunday Supplements we can buy this same type of circulation for an average of about \$3.40. However, it is our firm belief that ROP color may prove to be another great national advertising medium, and that newspapers must recognize the necessity of pulling their cost factors into a competitive and proper relationship. We must point out that if newspapers cannot put their house in order, and assuming that our experiments indicate that the use of such newspapers in testing markets has been productive, national projection on a large scale basis will not be possible.

4. By and large, the majority of newspapers have not maintained technical pace, especially with national magazines, in terms of color availability and quality.

Important as the foregoing premises may be, these may not be the real reasons why major national advertisers have failed to use newspapers to the extent that this medium deserves. The real reason may be deeper than that, since if there is a strong desire to use a medium, generally a way will be found to circumvent some of the media statistics.

A real reason for limited use of newspapers is the failure on the part of the papers, individually and especially collectively, through some national organization, to make it easier to buy newspaper space.

Another important factor is the failure to sell the principle of newspaper advertising in the face of the heavy promotion coming from the broadcast and magazine industries through their national organizations. Money should be appropriated to staff national organizations to a point where they are properly manned to effectively combat the strong promotional activities of other important advertising outlets.

SIX CONSTRUCTIVE SELLING SUGGESTIONS

As a program to accomplish the objectives, we can only offer generalized suggestions. Among these might be—

1. A concerted, year-round effort to answer promptly any statement of any sort made by the competitive elements in the industry that even in its remotest inference implies that newspapers cannot sell as well as any other medium. This should be positive and forward-looking as well as defensive, in that it should publicize every type of research which proves that newspapers do sell, that they have success stories just as great as other media.

2. A national audience study to throw a spotlight on the total audience that can be produced by various levels of advertising appropriations directed into newspaper channels and compared with similar audiences from other media. More jobs like the New York News "Profile of the Millions" should be attempted; also, like the enterprising operation of the Minneapolis Tribune's "What Makes a Newspaper Great."

3. An offer to finance, or aid in financing, special studies with individual national advertisers in the area of special runs, special coupons, special promotions, with the objective of encouraging the testing of newspapers on a national scale, as well as to provide ammunition for selling newspapers intensively to the advertisers and their agencies.

4. More consistent reasonable rates and special discount opportunities for large advertisers who are anxious to buy large scale, dominating continuity campaigns in newspapers, particularly in color. This type of advertising venture must be made attractive to the "pacesetters." Their successful experience will provide a base for a much stronger sales story for newspapers to all national advertisers.

5. A national buying source for local newspapers. We agree with the newspaper credo that "all business is local" and we feel ideally we should concentrate our advertising in the markets that do the bulk of the selling. But newspapers make it difficult for us to accomplish this.

We believe it might be wise for newspapers sometimes in the near future to get together and sell themselves in some way of offering a consolidated package. This is an area in which the Association of National Advertisers and others would be interested in discussing this matter in detail with the newspaper fraternity.

6. Newspapers should attempt to instruct advertisers as to how to use the medium more effectively. I know that the Association of National Advertisers would welcome an informative, educational guide on how to prepare and use newspapers most effectively.

The newspaper continues to be the great independent source for complete freedom of speech. Unless it can be replaced (and there is no immediate threat in that area) it will continue to enjoy a dominant position as the source of news. But have newspapers kept pace with the changing trend toward higher concentration in national advertising? What must they do to gain a greater percent of the national advertisers dollar? How can newspapers change the attitude, the state of mind of the national advertiser toward their medium? I would suggest that they judge not for what they are, but rather for what they should be. By that criterion, I am confident that newspapers will see many areas of opportunity that will assure them growth on the basis they can so richly deserve.

Media/scope inadvertently failed to credit Young & Rubicam, Inc., for their assistance in the preparation of the article entitled "How to Inspect a 24-Sheet Poster Showing," which appeared in the March-April issue. This material was prepared by Y & R for the use of one of their clients.

OF U. S. BUSINESS PUBLICATIONS

AIMS AND DEFINITIONS OF STUDY

SOURCES

DEFINITIONS AND STATISTICAL PROCEDURES

This study aims solely at a numerical definition of the size, character and scope of United States' business publications. It does not attempt to be interpretive nor discriminatory as regards the character, issuance, rate structure, method of distribution, etc., of any publications excluded or included. This study attempts to make only those "arbitrary" definitions that are necessary in order to arrive at as reflective a picture of the field as is statistically possible.

All material in this study is taken directly from the January 22, 1957, issue of *Business Publication Rates and Data*, which includes rate and circulation information from: Individual publishers and/or rate cards published by same; recognized auditing organizations, the Audit Bureau of Circulations, Business Publication Audit of Circulation, and Verified Audit Circulation Company. No other sources, actual or implied, are considered in this study. Rates and circulation currently in effect (included in the listing—not future rate page, etc.) are used.

Publication—definition

For the purposes of this study, a publication is considered as such by virtue of its inclusion in *Business Publication Rates and Data*—the essential qualifications of such listing being: Edited and published in the territorial United States; serving a specifically definable industrial, business or service/professional audience; carrying national advertising, and filing rate and circulation information with Standard Rate & Data Service.

Classification numbers are taken directly from *Business Publication Rates and Data*.

Total number of publications listed

Excludes all duplicate listings and cross-references, both within other classifications of *Business Publication Rates and Data*, as well as references to publications carrying their original listing in other SRDS publications. For the

of publications considered "paid." Although many "controlled" publications list a subscription price, it is considered that this does not represent the method of the bulk of their distribution.

Circulation

All circulation figures are based on the stated "total distribution" of the publications analyzed. These figures are the cumulative total of all publications whose original listing appears in the classification to which such circulation total applies. Paid/Controlled circulation figures are the cumulative totals of all publications considered "paid" and "controlled" respectively.

NOTE: Variance with a hypothetical "average circulation" in each of these categories is implied in the relationships between "paid" and "controlled" percentages by number (cols. 8 and 10) and the

Excludes all duplicate listings and cross-references, both within other classifications of *Business Publication Rates and Data*, as well as references to publications carrying their original listing in other SRDS publications. For the purpose of this study, all annuals, special or directory issues distributed *directly* to the *identical* circulation of a "parent" publication—without stated exception—as a thirteenth issue or otherwise, are excluded.

Exceptions to this foregoing are only those annuals or thirteenth and otherwise stated issues whose publishers circulate these issues as separate magazines to an otherwise-selected circulation list, which circulation, as stated in the publisher's listing, is at some degree of variance with the circulation of the parent publication. These are then considered to be "separate" publications serving their particular field are treated identically with all other publications included in the study.

Publications not furnishing complete data

These are publications whose publishers have not filed current circulation and rate information with SRDS. They include all such publications whose listings in SRDS are immediately preceded by the subscript, "after three requests, Publisher has failed to file . . . etc."

Publications included in Analysis

2,249 publications—92% of the 2,436 listed in the issue analyzed—are used for this study.

Paid/Controlled

This differentiation of status of publications is based on publishers' statements. If paid circulation (total net paid) exceeds 50% of the total circulation the publication is considered paid. (This is in line with the definitions of such organizations as the ABC whose qualifications for temporary membership is so constructed.)

Subscription Cost

Subscription costs are taken directly from publishers' statements and/or audits—and apply only to the number

STUDY, RELIABLE WITH A HYPOTHETICAL AVERAGE CIRCULATION" in each of these categories is implied in the relationships between "paid" and "controlled" percentages by number (cols. 8 and 10) and the percentages by circulation (cols. 17 and 18).

Cost per 1,000 circulation

The dollar figure represented in this column is *real* in that it is the actual product of the total circulation divided into the total cost of one, 7 x 10 inch (or nearest equivalent) black and white page, at one-time rates (or highest rate available) of all publications studied in the respective classification. It is *not* the product of any average of costs-per-thousand, and is an over-all cost for the stated black-and-white page in all publications listed. As such, and including all publications regardless of character (annual, quarterly, monthly, weekly, daily, etc.), inclusion does not represent any implication of cost highs/lows, proper averages, etc., within its category, but is a statement of advertising costs relative to size of audience and for comparison with the overall averages and other related classifications.

Percentages of total

Two percentages of the overall totals are offered for the relationship of the individual classifications to the entire business publication totals. They are by direct number (numerical) of publications listed (col. 1) and by circulation (total studied).

Cost per 1,000 Index

Index figures are obtained by the direct division of the cost-per-thousand for any given category by the overall average cost-per-thousand listed in the totals, which overall average has been developed identically to the cost-per-thousand figures and is *not* the un-real or mean average of the cumulative costs-per-thousand. Thus a classification with an Index of 135 can be said to be 35% over the overall average . . . while an Index of .35 could be expressed as 65% below.

BUSINESS PUBLICATION RATES AND DATA ANALYSIS

January 22, 1957 Issue

Total No.	No. net in 1957	Total	Monthly	Weekly	Annual cost.	PAID	CONTROLLED	Subscription Cost—PAID ONLY	CIRCULATION	Class. No.	Name of Pub.	Code
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Classification	Class. No.	Total No. of Copies	No. not for sale	Total Number of Copies	Monthly No. of Copies	Weekly No. of Copies	Annual No. of Copies	PAID	CONTROLLED	Subscription Cost—PAID ONLY	CIRCULATION	Cost per Copy	Class. No.	No. of Copies	Circ. % of Total	Cost per Copy
Advertising & Marketing	1	52	6	46	25	9	8	32	14	\$9.00	180,325	\$0.30	1	14	2.13	\$0.30
Air Conditioning—Plumbing, Heating	2	20	0	20	18	0	0	6	14	\$2.00	287,219	\$0.30	2	14	2.13	\$0.30
Amusements	3	20	0	20	17	0	0	6	14	\$2.00	277,930	\$0.30	3	14	2.13	\$0.30
Architecture	4	20	0	20	17	0	0	6	14	\$2.00	277,930	\$0.30	4	14	2.13	\$0.30
Art	5	20	0	20	17	0	0	6	14	\$2.00	277,930	\$0.30	5	14	2.13	\$0.30
Automotive—Tires, Batteries, Service	6	51	2	49	42	3	3	22	27	\$1.00	641,823	\$0.30	6	27	2.09	\$1.00
Aviation	7	13	0	13	10	3	0	12	10	\$1.00	219,572	\$0.30	7	10	2.09	\$1.00
Baking	8	13	0	13	10	3	0	12	10	\$1.00	219,572	\$0.30	8	10	2.09	\$1.00
Banking	9	10	0	10	25	4	0	30	2	\$1.00	39,720	\$0.30	9	2	2.09	\$1.00
Barbers	10	35	2	32	25	4	0	30	2	\$1.00	12,747	\$0.30	10	2	2.09	\$1.00
Blacksmiths	11	11	0	11	4	0	0	3	1	\$1.00	160,043	\$0.30	11	1	2.09	\$1.00
Boats	12	1	0	1	0	0	0	0	0	\$1.00	2,701	\$0.30	12	0	2.09	\$1.00
Books—book trade	13	1	0	1	0	0	0	0	0	\$1.00	96,013	\$0.30	13	0	2.09	\$1.00
Books—book trade	14	1	0	1	0	0	0	0	0	\$1.00	96,013	\$0.30	14	0	2.09	\$1.00
Breeding	15	1	0	1	0	0	0	0	0	\$1.00	96,013	\$0.30	15	0	2.09	\$1.00
Breeding	16	1	0	1	0	0	0	0	0	\$1.00	96,013	\$0.30	16	0	2.09	\$1.00
Brick & Tile	17	2	0	2	2	0	0	1	1	\$1.00	14,052	\$0.30	17	1	2.09	\$1.00
Brethren & Brethren	18	2	0	2	2	0	0	1	1	\$1.00	14,052	\$0.30	18	1	2.09	\$1.00
Building Management—Real	19	37	0	34	33	1	0	19	15	\$1.00	1,200,664	\$0.30	19	15	2.09	\$1.00
Business	20	9	0	9	8	1	0	7	1	\$1.00	170,453	\$0.30	20	1	2.09	\$1.00
Business—Taxicabs	21	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	21	5	2.09	\$1.00
Business—Taxicabs	22	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	22	5	2.09	\$1.00
Business—Taxicabs	23	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	23	5	2.09	\$1.00
Business—Taxicabs	24	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	24	5	2.09	\$1.00
Business—Taxicabs	25	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	25	5	2.09	\$1.00
Business—Taxicabs	26	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	26	5	2.09	\$1.00
Business—Taxicabs	27	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	27	5	2.09	\$1.00
Business—Taxicabs	28	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	28	5	2.09	\$1.00
Business—Taxicabs	29	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	29	5	2.09	\$1.00
Business—Taxicabs	30	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	30	5	2.09	\$1.00
Business—Taxicabs	31	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	31	5	2.09	\$1.00
Business—Taxicabs	32	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	32	5	2.09	\$1.00
Business—Taxicabs	33	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	33	5	2.09	\$1.00
Business—Taxicabs	34	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	34	5	2.09	\$1.00
Business—Taxicabs	35	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	35	5	2.09	\$1.00
Business—Taxicabs	36	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	36	5	2.09	\$1.00
Business—Taxicabs	37	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	37	5	2.09	\$1.00
Business—Taxicabs	38	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	38	5	2.09	\$1.00
Business—Taxicabs	39	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	39	5	2.09	\$1.00
Business—Taxicabs	40	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	40	5	2.09	\$1.00
Business—Taxicabs	41	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	41	5	2.09	\$1.00
Business—Taxicabs	42	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	42	5	2.09	\$1.00
Business—Taxicabs	43	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	43	5	2.09	\$1.00
Business—Taxicabs	44	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	44	5	2.09	\$1.00
Business—Taxicabs	45	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	45	5	2.09	\$1.00
Business—Taxicabs	46	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	46	5	2.09	\$1.00
Business—Taxicabs	47	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	47	5	2.09	\$1.00
Business—Taxicabs	48	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	48	5	2.09	\$1.00
Business—Taxicabs	49	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	49	5	2.09	\$1.00
Business—Taxicabs	50	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	50	5	2.09	\$1.00
Business—Taxicabs	51	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	51	5	2.09	\$1.00
Business—Taxicabs	52	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	52	5	2.09	\$1.00
Business—Taxicabs	53	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	53	5	2.09	\$1.00
Business—Taxicabs	54	30	0	28	27	1	0	23	5	\$1.00	40,472	\$0.30	54	5	2.09	\$1.00

BUSINESS PUBLICATION RATES AND DATA ANALYSIS

January 22, 1957 Issue

Classification	Class. No.	Total No. Publications Listed	No. net circulation outside city	Total net circulation	Multi., bi-monthly	Weekly circulation weekly	Amounts paid weekly	PAID	CONTROLLED	Subscription Cost—PAID ONLY	CIRCULATION	% Paid	Cost per copy	Class. No.	Num. % of Total	Circ. % of Total
Advertising & Marketing	1	52	6	46	29	9	8	32	70	High \$35.00	Total \$447,748	100,525	38	1	2.3	1.16
Air Conditioning—Plumbing, Heating, Ventilating	2	20	0	20	18	0	2	6	30	Low \$2.00	277,716	277,716	78	2	82	82
Amusements	3	3	1	2	0	2	1	2	100	2.00	72,679	69,203	93	3	12	12
Architecture	4	20	1	19	17	0	1	8	44	3.50	239,006	169,803	70	4	12	12
Automotive—Tires, Batteries, Service Stations, etc.	5	3	1	2	1	0	1	1	50	4.00	24,017	13,517	56	5	12	12
Baking	6	51	2	49	42	3	4	22	45	20.00	1,446,297	804,474	56	6	2.09	3.75
Banking	7	24	2	22	15	3	0	12	68	3.00	219,572	219,572	100	7	1.99	1.27
Barbers	8	33	3	30	10	6	0	9	64	12.50	256,134	256,134	100	8	3.33	3.25
Baths	9	35	3	32	25	3	0	30	75	24.00	306,388	170,447	56	9	3.33	3.25
Beauty—Cosmetics	10	6	1	5	4	0	0	3	33	5.00	162,744	162,744	100	10	1.11	1.11
Books—book trade	11	1	1	0	0	0	0	0	0	4.00	274,470	170,453	62	11	1.11	1.11
Bottling	12	8	0	8	8	0	0	0	0	3.00	41,117	37,583	91	12	1.11	1.11
Brewing, Distilling & Beverages	13	15	1	14	11	1	0	15	29	4.00	37,583	37,583	100	13	1.11	1.11
Brick & Tile	14	55	5	50	41	2	0	15	50	5.00	14,082	14,082	100	14	1.11	1.11
Brothers & Brothers	15	3	1	2	2	0	0	1	31	3.00	140,375	140,375	100	15	2.26	2.26
Building	16	37	1	36	33	0	0	19	56	3.00	1,794	1,794	100	16	1.11	1.11
Building Management—Real Estate	17	9	1	8	5	0	0	7	88	24.00	1,260,464	1,061,476	83	17	1.52	1.52
Business	18	30	1	29	27	1	0	21	100	40.00	40,472	40,472	100	18	1.11	1.11
Business—Textiles	19	21	1	20	18	0	0	7	88	2.00	429,038	269,430	63	19	1.11	1.11
Camping	20	3	0	3	3	0	0	2	100	2.00	32,996	32,996	100	20	1.11	1.11
Canvas Goods	21	6	0	6	2	0	0	2	100	4.00	7,452	7,452	100	21	1.11	1.11
Carpentry—Monuments	22	6	0	6	2	0	0	2	100	2.50	17,290	17,290	100	22	1.11	1.11
Chemical and Process Industries	23	3	0	3	3	0	0	3	100	5.00	1,998	1,998	100	23	1.11	1.11
China and Glassware	24	3	0	3	3	0	0	3	100	4.15	11,113	11,113	100	24	1.11	1.11
Cleaning and Dyeing	25	3	0	3	3	0	0	3	100	3.00	136,807	107,278	77	25	1.11	1.11
Clothing—Men's	26	3	0	3	3	0	0	3	100	3.00	312,633	392,425	126	26	1.11	1.11
Clothing—Women's	27	3	0	3	3	0	0	3	100	3.00	512,392	512,392	100	27	1.11	1.11
Clothing—Children's	28	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	28	1.11	1.11
Clothing—Accessories	29	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	29	1.11	1.11
Clothing—Hosiery	30	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	30	1.11	1.11
Clothing—Underwear	31	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	31	1.11	1.11
Clothing—Footwear	32	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	32	1.11	1.11
Clothing—Accessories	33	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	33	1.11	1.11
Clothing—Accessories	34	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	34	1.11	1.11
Clothing—Accessories	35	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	35	1.11	1.11
Clothing—Accessories	36	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	36	1.11	1.11
Clothing—Accessories	37	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	37	1.11	1.11
Clothing—Accessories	38	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	38	1.11	1.11
Clothing—Accessories	39	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	39	1.11	1.11
Clothing—Accessories	40	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	40	1.11	1.11
Clothing—Accessories	41	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	41	1.11	1.11
Clothing—Accessories	42	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	42	1.11	1.11
Clothing—Accessories	43	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	43	1.11	1.11
Clothing—Accessories	44	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	44	1.11	1.11
Clothing—Accessories	45	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	45	1.11	1.11
Clothing—Accessories	46	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	46	1.11	1.11
Clothing—Accessories	47	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	47	1.11	1.11
Clothing—Accessories	48	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	48	1.11	1.11
Clothing—Accessories	49	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	49	1.11	1.11
Clothing—Accessories	50	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	50	1.11	1.11
Clothing—Accessories	51	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	51	1.11	1.11
Clothing—Accessories	52	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	52	1.11	1.11
Clothing—Accessories	53	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	53	1.11	1.11
Clothing—Accessories	54	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	54	1.11	1.11
Clothing—Accessories	55	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	55	1.11	1.11
Clothing—Accessories	56	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	56	1.11	1.11
Clothing—Accessories	57	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	57	1.11	1.11
Clothing—Accessories	58	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	58	1.11	1.11
Clothing—Accessories	59	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	59	1.11	1.11
Clothing—Accessories	60	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	60	1.11	1.11
Clothing—Accessories	61	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	61	1.11	1.11
Clothing—Accessories	62	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	62	1.11	1.11
Clothing—Accessories	63	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	63	1.11	1.11
Clothing—Accessories	64	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	64	1.11	1.11
Clothing—Accessories	65	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	65	1.11	1.11
Clothing—Accessories	66	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	66	1.11	1.11
Clothing—Accessories	67	3	0	3	3	0	0	3	100	2.00	312,633	392,425	126	67	1.11	1.11
Clothing—Accessories	68	3	0	3	3	0	0	3	100	2.00	136,807	107,278	77	68	1.11	1.11

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BUSINESS PUBLICATION RATES AND DATA ANALYSIS

January 22, 1957 Issue

A Numerical Analysis of Character, Subscription and Advertising Costs, and Circulation of U. S. Business Publications — as listed in the January 22, 1957 issue of Standard Rate & Data. Business Publication Rates and Data

Classification	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019	1020	1021	1022	1023	1024	1025	1026	1027	1028	1029	1030	1031	1032	1033	1034	1035	1036	1037	1038	1039	1040	1041	1042	1043	1044	1045	1046	1047	1048	1049	1050	1051	1052	1053	1054	1055	1056	1057	1058	1059	1060	1061	1062	1063	1064	1065	1066	1067	1068	1069	1070	1071	1072	1073	1074	1075	1076	1077	1078	1079	1080	1081	1082	1083	1084	1085	1086	1087	1088	1089	1090	1091	1092	1093	1094	1095	1096	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119	1120	1121	1122	1123	1124	1125	1126	1127	1128	1129	1130	1131	1132	1133	1134	1135	1136	1137	1138	1139	1140	1141	1142	1143	1144	1145	1146	1147	1148	1149	1150	1151	1152	1153	1154	1155	1156	1157	1158	1159	1160	1161	1162	1163	1164	1165	1166	1167	1168	1169	1170	1171	1172	1173	1174	1175	1176	1177	1178	1179	1180	1181	1182	1183	1184	1185	1186	1187	1188	1189	1190	1191	1192	1193	1194	1195	1196	1197	1198	1199	1200	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212	1213	1214	1215	1216	1217	1218	12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from the
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(continued from inside front cover)

and provide the stimulation necessary for men of ambition to work toward the realization of their dreams, their ultimate objectives, which envision top management? Is it not already abundantly clear that men and women who have become expert in the media buying function are by virtue of such experience among some of the most promising personnel as advertising executives? Look around you and count off the substantial number of those carrying the title "Vice-President and Media Director." Advertising, like any other business, puts a price tag on talent that has the capacity to contribute toward success. Media men, far from being an exception, have a running start in this direction.

Media buying of the future will demand greater knowledge of advertising values. More exacting standards of performance will call for men and women of increasingly greater stature to achieve desired ends.

As we look ahead we are sure research-minded personnel in the media buying function will seek to set up finer definitions, become more analytical, more exacting, all toward the end that advertising, wherever it appears, will give increasing evidence of its value as an indispensable instrument of selling. Buyers of media, be they media buyers as such, account executives, Plans Board or agency principals, must bear in mind that after all of the conferences are over, after the final plans have been approved, the appropriation is set, the copy has been prepared, the big task still remaining is the judicious expenditure of these billions of dollars by the intelligent selection of the media which will carry the message to industry, the professions, or the consuming public or a combination of these.

It will be the media buyers who will be responsible for the intelligent investment of these increasing appropriations ranging from 10 billion or more in 1957 to 15 billion or more in 1965.

With this expansion will come, sooner or later, an increasing awareness that this great group of men and women have much to gain by forming an association of their own. Is it not, in fact, surprising that there has been no movement toward the organization of a "National Association of Media Buyers?"

Certainly the practical idea of an open forum in which the buyers of media and related groups may come together periodically for the exchange of thoughts, is no less applicable to these important people in advertising agency operations than it is to other organized groups. There are no secret formulae, no exclusive yardsticks by which one agency may have an advantage over another. By the same token, there is nothing more stimulating than the round table discussion in which the enlightened swap ideas. The give and take of any group threshing out common problems can only make for the betterment of the media buying function, and thereby contribute toward improved agency service.

Every type of medium has its own association, and these are good examples of competitive groups which come together regularly to talk over every phase of their problems and techniques.

If what is needed to spread the word, to stimulate action, to sponsor such a movement is an official mouthpiece, *Media/scope* is ready to put its shoulder to the wheel editorially, as well as to serve in reporting any action taken. If the more certain way to start is through local organization, let's begin at the local level and expand into a national organization. *Media/scope* offers its services and its columns in what it considers an important step in the right direction and asks its readers: "What is your pleasure?"

Nathaniel S. Ramey

Mediascope

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